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Minutes

Faculty Senate

9-17-2013

September 17, 2013

Faculty Senate

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FACULTY SENATE MINUTES FOR September 17, 2013

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Note: These minutes are not a complete verbatim transcript of the Senate meeting.

I. Call to order could not be made immediately at 2 pm as there was no quorum. However a quorum was reached at approximately 2:10 pm. (Booth Library Conference Room)

Present: Todd Bruns, Jim Conwell, Minh Q. Dao, Stacey Knight Davis, Jeannie Ludlow, Andrew Methven, Mike Mulvaney, Jon Oliver, Steve Scher, Grant Sterling
Student Representative: Kathryn English (Student Senate Vice President, Academic Affairs)

Guests: Provost Blair Lord (Academic Affairs), Mary Harrington-Perry (Assistant Vice President for Academic Affairs and Interim AVP for Enrollment Management)

II. Approval of the Minutes of 03 September 17, 2013:

- * Motion to approve – Jim Conwell, 2nd – Jeannie Ludlow,
- * Abstentions – Knight-Davis, Dao, Mulvaney

III. Announcements

- Stacey Knight Davis – Eastern Illinois University and Booth Library invite the campus and community to attend the opening reception and program for The Literature Prescription: Charlotte Perkins Gilman and “The Yellow Wall Paper” – 7 pm – Tuesday – September 24, 2013. Booth Library West Reading Room, featuring special Guest: Kim Hunter-Perkins from Purdue University.

IV. Communications:

- Electronic Materials Taskforce has been completed (Sterling)
- Volunteers for Admissions Director Search committee (Sterling) – forwarded to Provost
- Email from Dean Augustine (Sterling) – replacement for Carrie Dale (CEPS) on CGS
- * Motion to approve – Methven, 2nd – Mulvaney – motion approved unanimously

V. Old Business

A. Committee Reports

1. Executive Committee: No report
2. Nominations Committee – Sheila Simons can take vacant seat on FAC DEV
* Motion: Senator Knight-Davis, 2nd – Senator Bruns
Discussion – Senator Scher – Are others interested in this seat on FAC DEV?
Senator Knight Davis – Bylaws should allow for this motion
Vote – 9 in favor, 1 abstention (Senator Scher)
3. Elections Committee – Response from EIU faculty handout. EMAC and UPC vacancy
Senator Mulvaney – Move forward with the list of candidates that we have.
Senator Sterling – Encourage others to run for 2 vacancies when we email faculty about voting
Senator Scher – Motion to move forward, Senator Ludlow – 2nd (unanimously approved)
4. Faculty-Student Relations Committee: Senator Conwell – we are going to meet with the student senate in the near future
5. Faculty-Staff Relations Committee: Senator Mulvaney – We have met, a few issues discussed were: pension, faculty-staff luncheon. Senator Sterling – BBQ held last year with staff. FAC senate has small budget. Faculty Senate may be co-sponsoring faculty-staff social again.

6. Awards Committee: Senator Dao – has not met yet. When is Luis Clay Mendez award? Speak with Jeff Stowell.
 7. Faculty Forum Committee: Senator Bruns – no report
 8. Budget Transparency Committee : Senator Sterling – request for data in 2012. Data request has been integrated into current EIU program analysis. This may improve our chances of getting the data requested through the completion of this process.
 9. Other Reports
 - a. Provost's Report: Any questions? – Introduction of Dr Jose Rosa – joining us for the year as an ACE Fellow from the University of Wyoming
 - b. Other: Senate Constitution & Bylaws Committee: Senator Scher (chair) & Senator Sterling.
 Senator Scher: Does Senate want us to review Constitution and bylaws for ways to become more efficient and reform what we are doing?
 Senator Sterling: Yes.
 Senator Mulvaney: Want to wait until the Senate is fully populated in order to populate your sub-committee?
 Senator Sterling: We can move forward now and fully populate after the elections.
- B. Other Old Business: None

VI. New Business:

- A. Provost Lord & AVP Herrington-Perry report on Strategic Enrollment at EIU: Provost Lord started the report on Strategic Enrollment Planning. The report (attached separately) is a summary of the 18 month initiative with Noel-Levitz. Dr Lord provided background information regarding the process and who has been involved on campus in the process (campus stakeholders, recruitment programming and processes, enrollment management staffing/leadership, research, tools, data systems & technology, models, online resources, financial aid to new students, financial aid search engine, long-range planning, future initiatives).

Senator Scher: What does 'funnel process' mean? – please provide clarification.

Provost Lord provided clarification of 'funnel process' tool used in the recruiting process. He mentioned that the freshman enrollment actually increased 2.5 percent, freshman ACT increased from 21 to 22, and high school GPA increased from 3.1 to 3.3. Transfer enrollment declined 91 students – Community college enrollment has declined; Total enrollment dropped 6.2 percent because of larger graduating students. Future goal is to increase enrollment with larger incoming classes. Enhanced communication with prospective students about cost of competing institutions they were considering.

Areas for improvement – reflection suggest that every recruiter within their territory has targets – most recruiters did not meet targets – must change – must be more accountable. A new admissions director search is forthcoming – more accountability is needed Rates of conversion with benchmarks with recruiting funnel need to be increased and improved upon.

Why students chose not to attend EIU? – Responses from students include 'going to a school that is a better 'fit'? Scholarships? For a specific academic program? – Cost may be driving students to community college?

Marketing techniques used by SIU – gas cards, tablets, scholarships = 7 million dollars

Legacy program by SIU – discount to family members

Senator Scher – who do we mostly lose students to?

Asst. Vice President (Academic Affairs) Mary Herrington Perry replied, that we lose them mostly to Illinois State – about 500 (others include U of I, SIU-E, SIU-C, WIU, NIU). Provost Lord added that we draw from virtually the same prospect pool as Illinois State. New marketing initiatives for next year are needed to enhance our efforts and include steps such as: admissions needs to focus on a larger number of qualified applicants; focus on ‘collar’ states such as across the borders to Indiana; purchase ACT and pre-ACT lists; looking more and earlier at juniors; looking more carefully at tiered levels of high schools. He directed the attention of the Senate to page 4 of report for more info on future strategies.

Senator Conwell: You conducted faculty focus groups? – What was the result?

AVP Perry: They were invitation only – resulted in higher quality tours in academic buildings for prospective students.

Senator Conwell – The point about strategically expanding Fall 2014 freshman class by purchasing ACT names. What about emails? Physics department sent out 16000 emails. We experienced large increase in program enrollment.

AVP Mary Herrington Perry – We need to resolve the issue of how can we contact students who have not given us permission to contact them. We need to follow ‘Can-Spam’ federal law. We need to include in emails what will help us keep compliant with the law. Also, we need to straighten out the ACT issues - those students that want us to contact them and those that have not provided permission to EIU to contact them.

Senator Conwell – I don’t know one faculty from EIU whose child has received contact from EIU.

AVP Perry – There have been steps taken to contact students with EIU faculty. The webmaster has provided guidelines for us to follow. We want to contact students.

Senator Methven – I was at a meeting last week - told that our marketing materials are not ready.

AVP Perry – Materials are ready.

Provost Lord – Materials are ready this year sooner than in years past.

Senator Dao – Wondering how SIU-C can sustain enrollment tactics – maybe they are expecting large endowment?

Senator Dao – Is it possible the factors that affect recruiting transition points might be external?

Provost Lord – Factors can be infinite, and some are outside of our control. Media is involved in the discussion about cost of higher ed, not the best value, but most studies that have been published still suggest higher education is a strong value and provide lifetime earnings that are significantly higher. But yes, we try to control the internal factors.

AVP Perry – Some of the factors we can address include misconceptions of students, students don’t fully understand cost of EIU, our program inventory is limited – limited unique programs, recent meeting with community college administrators was positive, online institutions are also playing a role.

Senator Bruns – Is masters of renewable energy degree unique?

AVP Perry – Yes, but our focus with Strategic Enrollment has been mostly undergraduate.

Provost Lord – This process focused on undergraduate enrollment. Graduate Dean continues to analyze similar situation.

Senator Knight-Davis – Have online niche programs been identified?

AVP Perry – Yes, Nursing and at least one program related to Autism

Senator Knight-Davis – Are we still on track for online programs?

AVP Perry – Yes, in a combination of a face-to-face and online

Provost Lord – We are calling them ‘hybrid’ programs

Senator Knight-Davis – The online tour – Will each department be contacted about it?

AVP Perry – this is building specific rather than department specific – it will start at Old Main

Senator Knight-Davis – Is there a process for residents of buildings to identify key parts of each building that can be included in the online tour?

AVP Perry – Yes, and links to YouTube videos will enhance the online tour experience

Senator Methven – You spoke on accountability of admissions staff? Can you elaborate?

Provost Lord – We will have to enter into a progressive process. Recruitment counselors are ASPs. Union contracts will be involved. Accountability will include consequences.

Senator Conwell – Did they say why they haven't meet their goals?

AVP Perry – They do have choice on schools they are recruiting at.

Senator Conwell – These might have been more experienced staff members?

AVP Perry – Some are experienced, some are newer staff

Provost Lord – 'Admissions counselor' is an entry level position. They typically don't stay for very long. No career ladder available.

AVP Perry – I can't speak to their training, but we have had some movement of staff, but a tool kit has been created for them. I have actually assumed the responsibility with Paris High School to use the tools developed for recruitment counselors. They are effective. These tools will help them broaden their coverage and work smarter.

Senator Conwell – Did they just target public high schools? Or private high schools as well?

AVP Perry – They did target privates as well. You (faculty) can also tag along with admission counselors to when/if they visit your former high school. Prospective students visiting with current EIU faculty is very effective in the recruitment process.

Senator Dao – Curious – counselors are entry level positions? Could that be a major cause in our (EIU) recruiting problem?

Provost Lord – Turnover of admissions counselors has been a long-standing problem. Competitors are changing, industry is changing – the job is changing dramatically.

Senator Dao – So the changes of the job and industry is the largest obstacle in retaining recruitment coordinators.

Senator Mulvaney – Was this one of the driving forces behind the customer service training?

AVP Perry – This training was for all staff in a position that meets with students and/or their family

Senator Oliver – Does this process lend itself to incentives for recruiting staff?

Provost Lord – No, that would be deemed unethical according to higher education student recruitment standards

Senator Conwell – Are there enough counselors going out recruiting? Are we understaffed?

AVP Perry – We don't think we are understaffed currently

Provost Lord – There are diminishing returns here. More staff is a possibility, but we feel adequately staffed at the moment. We need to raise accountability and benchmarks for staff.

B. Other New Business:

VII. Adjournment: No motion to adjourn because we lost quorum at 3:30 pm. The meeting ended around 3:40 pm.

Future Agenda items: Fall 2013 Future Meeting Dates: October 1 – Facilities Planning & Management; October 15 NCA Self Study; October 29; November 12; December 3

Respectfully submitted,

Jon A Oliver
September 18, 2013