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Minutes

Faculty Senate

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11-27-2018

### November 27, 2018

Faculty Senate

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## Minutes of Faculty Senate Meeting on November 27, 2018 Edgar Room, Booth Library

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*Note: This document is a summary of the proceeding, not a verbatim transcript.*

Attendance: Abebe, Brantley, Bruns, Corrigan, Eckert, Gatrell, Holly, Hugo, Oliver, Stowell, VanGunten, Wharram  
Student Senate Representative: Gordon  
Guests: Brooke Schwartz (DEN), AVP Enrollment Mgmt. Josh Norman

Meeting called to order at 2:02 p.m.

### APPROVAL OF MINUTES

Approval of Minutes from the November 13 meeting.  
Motioned by Sen. Abebe, Seconded by Sen. Brantley.  
Approved with 11 Yeas, 0 No, 1 Abstention.

GUEST SPEAKER: Associate Vice President of Enrollment Management Josh Norman

With approval from Senate, Chair Bruns invited AVP EM Josh Norman to give his presentation ahead of regular Senate business on the meeting agenda.

Norman noted increased Freshmen enrollment of 24.44% from 2017 to 2018. Average GPA of the incoming Freshmen increased from 2017's 3.06 to 2018's 3.15, and average ACT scores increased from 20.46 (2017) to 21.06 (2018).

Criminology/Criminal Justice appeared in the Top 5 for the intended Major of the incoming 2018 Freshmen class, highly significant as this was the first full academic year in which the major was offered.

Norman provided two handouts, the first providing demographic information regarding comparing the 2017 and the 2018 Freshmen classes, including regional increases in recruitment numbers, GPA, ACT, Median Family Income, Ethnicity, and Intended Majors. The second handout regards Academic Department Recruitment: best practices, recruitment recommendations, unique department recruitment activities, and departmental recruitment resources.

Norman encouraged faculty to review information found at the Strategic Enrollment Plan website, <http://castle.eiu.edu/strategicenrollment/>, and described the importance of all members of the EIU community being "All In" in recruitment efforts. The SEP features both

a 10-year plan of enrollment goals and annual plans which are developed responsively to shifting student behaviors and demographics, all of which is heavily data-driven. The annual plans are substantial, with 70-90 individual goals developed, implemented, and assessed by the Enrollment Worx committee.

The enrollment goals for the 10-year plan include attaining a Freshmen/Sophomore retention rate of 77%, rebuilding enrollments to the 9,000-10,000 students range, increasing graduate student numbers by 2.3% each year, meeting each annual plan's enrollment goal, and achieving a recruitment goal of 1300 Freshmen and 1200 Transfer admits each year.

Norman shared internal spreadsheets documenting annual enrollment plans, noting that as efforts pay off in improving standing and awareness of EIU among potential new students, recruitment work will get easier. He then entertained questions from Senators.

Discussion:

Sen. Eckert – We know there are upcoming dips in number of potential recruits due to demographic changes. How are you addressing that?

Provost Gatrell – The state has a number of policy initiatives coming out to combat out-state migration, such as AIM High, and we can utilize those.

AVP Norman – We're doing much more with AIM High than any other institution is doing.

Sen. Eckert – I think the focus on "fit" between student and institution is great.

Provost Gatrell – We're very intentional in focusing on issues of fit and match with our recruiting efforts.

Sen. Stowell – Regarding the increase in GPA and ACT averages. Are we just recruiting better students?

AVP Norman – Yes.

Sen. Abebe – How are the academic departments connected to recruitment efforts?

AVP Norman – The handout you have regarding recruitment practices documents some of how departments are involved with these activities.

Provost Gatrell – Both Biology and English had large increases in their numbers, and they approached recruitment activities quite differently. This will vary by department – the important thing is to be involved in recruiting.

Sen. Oliver – I'm curious about the spike in numbers. Seems like a big increase in application completion rates. What do you think is causing that?

AVP Norman – We currently have an excellent Communication Coordinator, which is a GA position. That person stays in contact with our prospective recruits, assisting them through the process.

Sen. Bruns – You mentioned achieving an enrollment of 9K-10K. We know there will be some upcoming "dips" in the number of potential students, due to demographics. Will we strive to achieve higher enrollment numbers prior to when the demographic shifts occur?

AVP Norman – Yes, this is why we have both a 10-year plan and annual plans, to maintain that responsiveness and flexibility regarding shifting circumstances/demographics.

Sen. Bruns – What can faculty do to help with recruitment efforts?

AVP Norman – Sign up for enrollment updates, and please join us in recruitment events. Faculty participation is huge in successful student recruitment.

Sen. Wharram – I have attended such events, they are really enjoyable. I'd like to comment on reaching 9K-10K student enrollment – I think that is really good. We overshot that years ago, and I think it was actually detrimental to the quality and experience here. Could you please share your social media data with academic departments, so we can also better target students?

AVP Norman – This is one of our important tools, so we want to keep this information internal, but yes, I will.

Sen. Bruns – Thank you AVP Norman for your hard work and for taking the time to come and speak with us today.

## COMMITTEE REPORTS

Executive Committee – Sen. Bruns reported that he gave the Faculty Senate Chair constituency report to the **Board of Trustees** on Friday Nov. 16. In his report he highlighted the continuing collaboration with the Council Chairs, his meetings with academic departments, upcoming revisions to the Faculty Senate constitution and by-laws, and working with the President's Office to establish a Presidential Lecture Series and an Institutional Think Tank.

Sen. Bruns noted that he will meet with the **Council Chairs** tomorrow, Nov. 28, and the Senate Exec will meet with the **President and Provost** next Monday, Dec. 3. Sen. Bruns invited fellow senators to email him with any issues/thoughts/concerns that they'd like shared.

Sen. Bruns also noted the four questions forwarded from Dr. Larry White on behalf of the **IBHE Faculty Advisory Council**. Sen. Abebe and Sen. Oliver both responded to the questions via email. Sen. Bruns will compile an official response to the questions, and a list of documents that will be attached to the response, and then share this draft via email with Senate. The response is due to IBHE FAC prior to December 15.

Elections Committee – Sen. Stowell: No report.

Nominations Committee – Sen. Oliver: No report.

Student and Staff Relations Committee – Carson Gordon: No report.

Awards Committee – Sen. Eckert: No report.

Faculty Forum Committee – Sen. Abebe: No report.

Budget Transparency Committee – Sen. Bruns on behalf of Sen. Hung: No report.

Shared Governance Implementation Committee – Sen. Stowell recommended that we disband this ad hoc committee. Approved by acclamation.

## BUSINESS

Provost's Report: Dr. Gatrell reported that **several administrative position searches** are currently underway. Skype interviews for the Dean of the Lumpkin College of Business and Technology and the Dean of the College of Health and Human Services have been completed. There should be a short list from the candidate pool in a few days, with campus visit interviews to be conducted in January 2019.

The University Advancement VP search is underway, the deadline for applicants is this Friday. This is a large interview committee and includes Sen. Abebe as the Senate representative. We are expecting additional applicants but currently we have a good pool to review. We anticipate Skype interviews in December and campus visits in February.

In **curriculum development**, several stand-alone majors have been approved, most of which are coming out of the former FCS department: Fashion and Merchandising/Design, Hospitality and Tourism, Dietetics and Nutrition, and Human Services. The School of Technology CTE program, originally slated for deletion under the Vitalization project, will instead be moved to the College of Education's TLF dept.

We are currently working on a 30K word document report for **Higher Ed 2019**. Dr. Karla Sanders and Dr. Jeff Stowell are working to meet the goal of completing the report by June 2019. I appreciate their work on this.

Today we have the reception for this year's recipients of the **Achievement and Contribution Awards**. I'm looking forward to celebrating this success with this year's recipients.

We have a **Chairs development program** initiative underway.

We will shortly have an internal search commencing for a **Gen Ed Coordinator** position. This will be a nine-month contract, with 1 CU for the summer. It is a good opportunity for someone to get a taste of administrative work.

The email has been sent regarding applying for the **ATAC Proposals Awards**. **The revised structure (post CATS) is in place and spring proposals are requested**. The maximum amount is \$15K.

Provost Gatrell encouraged everyone to attend the second "**Final Friday**" being hosted by the Center for Humanities on Friday Nov. 30, stating that the first "Final Friday" event was one of the best events he's ever attended in his years in academia.

Questions/Discussion:

Sen. Gosse: Regarding ATAC - What's been funded in the past?

Provost Gatrell: That hasn't been documented in the past, but this year's proposal winners will be posted.

Sen. Abebe: Can you clarify a report in the DEN regarding a department chair wanting to name students to a department honor roll?

Provost Gatrell, Carson Gordon, and DEN Reporter Brooke Schwartz: Clarifying that this is the department of Health Promotion creating a department honor roll. The process is the same as other departments. This is not the Honors College designation of being an honors student, but a department designation related to success in courses related to the student's Major.

Faculty Senate Meetings: Sen. Bruns proposed cancelling the Dec. 11 Faculty Senate meeting. Faculty Senate will meet again January 8, 2019.

Senate Chair Department Visits: Sen. Bruns will be meeting with the School of Business, History and other departments for this on-going project. Documentation of the project, to be co-authored by Sen. Bruns and Provost Gatrell, is tabled until January/February of 2019.

Presidential Lecture Series: Several good suggestions for the 2018-2019 Presidential Lecture Series topic have been proposed via email, including Big Data. Sen. Bruns asked senators to continue that email discussion and Senate will consider which topic(s) to propose at the January 8 meeting.

Draft Email to Faculty Re Think Tank: Sen. Bruns reported that this draft has not been composed yet, and he will work with Sen. Hung on getting a draft out (via email) to the Senate in the next week.

Dedicated ACF Seat on Faculty Senate: Sen. Bruns shared a document with Senate formally proposing a dedicated ACF Seat on Faculty Senate. Bruns requested feedback.

Sen. Abebe – I have two questions. First, why have dedicated seats at all? Senate has worked well for years without this. Secondly, could this potentially lead to contract issues regarding evaluation? How would it be handled if an ACF serving on Senate wanted to be evaluated to include that service?

Sen. Bruns – I can't answer the contract question. Let me confer with EIU-UPI President Jeannie Ludlow regarding potential contract issues. I will report back to Senate. Regarding the question of dedicated seats – we've already moved in that direction by having dedicated seats to ensure equal representation of the colleges in Senate. It seems important to ensure ACF representation as well.

Sen. Abebe – Thank you for investigating the possible contract issue.

Sen. Eckert – Maybe we should discuss with the President and Provost the possibility of offering the ACF person serving on Senate a 1 CU overload? At least that way they're getting something for it, a little extra pay.

Sen. Gosse – The focus here is to reach out and give an under-represented group more of a voice. I'm in favor of doing this.

Sen. Bruns – I will confer with EIU-UPI and the President/Provost regarding these potential issues, and then I will report back. If anyone has additional comments regarding the proposal, please email me.

## ADJOURNMENT

Sen. Bruns called for a motion to adjourn. Motioned by Sen. Corrigan, Seconded by Sen. Eckert. Approved by acclamation. Faculty Senate adjourned at 3:55 PM.