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Minutes

Faculty Senate

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Faculty Senate

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Faculty Senate Agenda and Minutes
October 26, 2021

Members Present: Teshome Abebe, Todd Bruns, Amy Davis, Brad Decker, Stephen Kozlowski, Nichole Mulvey, Alicia Neal, Jeanne Okrasinski, Andrew Parrish, Will Porter, Steve Scher, Jeff Stowell, Larry White, Prabin Karki

Guests: Robert LaCates, DEN, Josh Norman, Associate VP for Enrollment Management

- I. Approval of minutes from 10/12
 - a. Motion for approval made by Senator Davis, Second by Senator White; passed with Senator Okrasinski abstaining.
- II. Committee reports
 - a. Exec (Bruns/Stowell/Mulvey)
 - i. Executive committee met with President Glassman on Monday, October 26th. A summary of discussion was provided.
 - ii. EIU will soon be giving “big picture” presentations about budget to IBHE; universities have been asked to give maintenance increase and flat budget, which is a good sign for future planning.
 - iii. Budget discussions are also being tied to 10-year IBHE strategic plan, which also includes goals for decreasing the achievement gap and increasing enrollment.
 - iv. A commission is being formed to look at funding in public universities; it is supposed to meet for one year and then have plan; first meeting is in November.
 - v. Next BOT meeting on November 13th, which will focus on new programs and growth at EIU, making Juneteenth a holiday when it falls during the week, and discussion of a proposed March field trip to new School of Nursing simulation lab.
 - b. Elections & Nominations (Stowell)
 - i. Senate will need to consider/revisit Think Tank committee in Spring. No other business to report.
 - c. Student & Staff Relations (Karki/Davis/Bruns)
 - i. Staff Relations – No report was given.
 - ii. Student Relations – Report from Student Government by Senator Karki. Though Student Government continues to work towards filling senator positions, they were able to meet with quorum at their most recent meeting and have a speaker elected. Senator Karki is planning some events, including a “Meet the President” day on November 3rd from 11:00-12:00 in the MLK Union Food Court Area. Students are invited to play games with the President and can win prizes, get cookies, etc. This should be advertised on campus soon. Dining with the Deans is also in the planning stages. Committees are up and running and planning some events.

- d. Faculty Forum (Mulvey) –
 - i. Held last week, there were approximately 33 attendees for the hybrid event. The session was recorded and shared with the faculty listserv. It was suggested to post this link on Faculty Senate website as well as push it out to Deans. We will also consider putting in on FDIC website. Senators shared compliments on the topic and suggestions for future improvement.
- e. Awards (Bruns)
 - i. Luis Clay Mendez award will be awarded to Dr. Paul Sweitzer. Senator Bruns provided an overview of his service to his department and college-level committees as well as both locally and throughout the state. Motion by Senator Bruns, Second Senator Abebe to accept nomination of Dr. Sweitzer. Motion passed by roll call vote unanimously.
- f. Naming Committee Meeting (Scher)
 - i. Suggested names are being gathered through various means. The committee is being asked to provide feedback on it and then the name will be chosen by the BOT.
- III. Provost's Report (Bruns, in Provost Gatrell's absence)
 - a. Annual scholarship and engagement meeting is being held tomorrow, October 27th.
- IV. Guest Speaker: Associate VP for Enrollment Management Josh Norman began around 2:25 and he discussed several data points and as well as ideas for faculty's involvement in recruitment.
 - a. Where is EIU now?
 - i. Enrollment trends have improved since 2018.
 - ii. Graduate enrollment and international student enrollment both increased this year to help maintain enrollment trends.
 - iii. Increased freshman retention for third year in a row, especially for athletes and honor's students. Students most at risk (Pell eligible, first generation) showed a decrease in retention due to COVID-related difficulties.
 - iv. Strategic Enrollment Planning 10-year picture looks to increase enrollment, especially increasing undergraduate students.
 - b. Future trends
 - i. With test optional and test-blind alterations for admission across the nation, the requirements for admission to higher education has changed, which has also affected how merit scholarships are determined and recruiting.
 - ii. Out migration continues to be an issue and Illinois universities are competing against universities across the nation. Tuition reciprocity is occurring for most states, which makes it competitive.
 - iii. Decrease in high school graduates (due to decrease in family size following recession) will also continue to impact enrollment.

- iv. Regional private universities are also offering immense discount rates, changing the recruitment market.
- c. How can faculty best assist in student recruitment efforts?
 - i. There is an online marketplace where information and reviews are available to prospective students at the touch of a button. Faculty can impact this by caring for students and cultivating success because it impacts our reputation.
 - ii. Making a connection with a person on campus was a driving factor in students coming to EIU. Value of proximity is really important for students, and we need to uniquely communicate the EIU experience.
 - iii. Mr. Norman shared a list of specific ways faculty can help, including: get involved in visit days, ensure web resources are effective and up to date, sign up for Enrollment Management Newsletter, refer your star students (student leaders for visit days), check out the admissions to-go bag (can be picked up at front desk of enrollment office), fill out the recommend a Panther form (results in that student getting specific mailing and recruitment), and spread the word about EIU Advocates program (alumni in high schools or positions of influence that interact with potential students).
 - iv. Senator Okrasinski asked if there is a shift when students are making a college decision. Mr. Norman noted that May 1 is still national decision day, but students are making decisions later. FAFSA completion is also down almost 30% in the state and nationally compared to last year. Mr. Norman also confirmed that many students did take a gap year last year and we have to wait to see how this year's data reads.
 - v. A question was asked about recommendations for improving our web presence. Mr. Norman stated that department pages are very important and we need to consider and compare ours to competing departments at other universities. It was suggested that we put ourselves in the mindset of the underrepresented, first-generation student to consider how to find information. It was suggested that faculty minimally try to update their personal pages.
 - vi. Additional brainstorming for faculty involvement took place, including a suggestion that faculty senate become part of the correspondence process and could send letters to potential students.
 - vii. Faculty Senate thanked Josh Norman for the wealth of information and ideas provided and look forward to working with him in the future.

Meeting was adjourned at 3:36 p.m.