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FACULTY SENATE MINUTES FOR MARCH 7, 2000 (Vol. xxix, No. 22)

The 1999-2000 Faculty Senate minutes and other information are available on the Web at <http://www.eiu.edu/~FacSen>
The Faculty Senate agenda is posted weekly on the Web, at 2504 Buzzard, and at 315K Coleman.

I. Call to order by Bonnie Irwin at 2:70 p.m. (2504 Buzzard Building)

Present: J. Allison, R. Benedict, J. Best, G. Canivez, J. Coons, C. Eberly, P. Fewell, B. Fischer, N. Greer, B. Irwin, G. Lockart, N. Marlow, J. Tidwell, M. Toosi, B. Young, G. Kelly. Guests: J. Niziolekiewicz.

II. Welcome to Norman Greer, Speech Communication, as new Senate member

III. Approval of the minutes of February 29, 2000

Motion (Fewell/Lockart) to approve the minutes of February 29, 2000.

Yes: Allison, Benedict, Best, Canivez, Coons, Eberly, Fewell, Fischer, Greer, Irwin, Lockart, Marlow, Tidwell, Toosi, Young.

IV. Communications

- A. President's Council minutes, 2 February 2000. Draft agenda of April BOT meeting distributed. Possible real estate purchase discussed.
- B. President's Council minutes, 1 March 2000. IGP revisions approved—Use of University Property, #163; Mandated Withdrawal for Psychological Reasons, #63. FY2001 budget recommendations for tuition waivers discussed. Grant-in-aid budget for 2000-01 was approved. An honorary degree nomination was distributed and discussed. Space allocation for some administrative offices was discussed. Summer hours (8 a.m. to 4 p.m.) will be effective from May 8 through August 13. Enrollment projections for fall presented. VPSA Hencken believes other schools are outspending Eastern in recruitment.
- C. CASL minutes, 22 February 2000. Program for Annual Assessment Luncheon and Forum was finalized. Writing portfolio program was discussed.
- D. Memo from Dean Lanham, Library, concerning 2000-01 Library Calendar, 28 February 2000. Draft copy attached. Direct comments to Dean Lanham by 13 March.
- E. Memo from Tami Babbs, EIU Foundation, concerning Distinguished Faculty Award endowment, 2 March 2000. There is \$1,167.27 available for disbursement.
- F. Intercollegiate Athletics Board minutes, 2 March 2000. No major problems were reported in the Ohio Valley Conference Compliance Review. Discussion of fire fund for athletes displaced by recent fire.
- G. E-mail from Gary Foster, Sociology, regarding February 29 reception, 2 March 2000. Ex-senator Foster expressed his gratitude for the reception in his honor. He has been privileged to serve.
- H. E-mail from Gary Foster, Sociology, regarding election procedures, 2 March 2000. Senate elections differ from civic elections in that we hold them over two days and generally do not count the ballots immediately after the polls close. It is improper to review voting roster in order to solicit voters.
- I. Phone communication from Newton Key, History, concerning Library Advisory Board, 1 March 2000. Both the CEPS representative and the alternate cannot attend the March and April meetings. Can we appoint an interim replacement by April 5?
- J. E-mail from Newton key, History, concerning Library Advisory Board, 6 March 2000. Both the LCBAS representative and the alternate cannot attend the March and April meetings. Can we nominate an alternate who could then continue into next year?

Faculty from CEPS and LCBAS who are interested in serving on the Library Advisory Board should contact James Tidwell, Journalism.

- K. Memo from Sue Kaufman, UPI, regarding LANDesk, 6 March 2000. UPI chapter president Kaufman informs us of a letter (copy attached) she sent to President Surles requesting that the university cease and desist activity on installing LANDesk. This issue affects the terms and conditions of employment, and as such is a subject of collective bargaining.
- L. Copy of thank-you letter to Mary Wohlrabe, CASL, 6 March 2000.
- M. Copy of thank-you letter to Rich Wandling, Political Science, 6 March 2000.
- N. Copy of Senate development report, revised 7 March 2000. These should be in faculty mailboxes by the end of the week.

Faculty elections Wednesday, March 22, 2000, from 8 a.m. until 4 p.m. and Thursday, March 23, 2000, from 8:15 a.m. until 4:00 p.m. across from the bookstore in the Union.

V. New Business

A. "Promoting Eastern" discussion with Acting VPER Jill Nilsen. She is taking this presentation across campus to share with the various constituencies. Why is promoting Eastern important? There is increased competition for students, and our consumers are more sophisticated. They are different from what we saw five years ago. They expect to have technology available to them. 95% of the institutions provide web-based instruction. They are growing up in an experience economy. They expect to be entertained. Are we providing them experiences? This is also a culture of kids with a "me" mentality. They expect to be treated in a personal manner. They have also grown up in a cocooning society. They do not share their rooms, and their rooms are furnished with computers, televisions, etc. The residence halls have not changed since the early 70s. They are growing up in a timeliness society. They want it when they want it. We're not even offering our students the opportunity to apply online or to pay online. Universities need to be aware of trends and how they affect our students. There are also competing fund raising campaigns. As consumers, we have to sort these out. We have to make the institution an important part of the donor's life. There is a call for more accountability from Springfield. Legislators are asking, if we give you more money, what will the outcomes be? We determined Eastern's common image elements. How do we present ourselves. The research was both qualitative and quantitative. Jane Wayland did a lot of the analysis. We learned that students and alumni are very positive about EIU. Cost is very important in both selection and application process. Academic reputation is very important. Senator Rauschenberg said that Eastern is known as the Harvard of the Midwest. Location is important. Service excellence is critical. What is Eastern's message? We took the common image elements to craft a consistent message. Eastern is a traditional residential comprehensive institution. 60% of our students live on campus. The average age is a little under 21. Personal contacts with faculty and staff are emphasized. The average class size is 22; the faculty-student ratio is 1:18. The emphasis is on a general liberal arts education with strong preparation for chosen professions. Students have the ability to work and study in a safe environment. Eastern is the safest campus in Illinois and one of the 20 safest in the U.S. Graduates in the work force are employees who think critically, communicate effectively, and work successfully with their colleagues. Students have the ability to participate in a large variety of organizations, groups, and sports. Eastern is "big enough o matter, small enough to care." We are emphasizing outcomes as well as a holistic concern for the student. This is our niche within the state of Illinois and beyond. How do we deliver Eastern's message? The same message should be conveyed to each of the constituencies through a slightly different approach. An integrated consistent message is vital throughout relationships, communications, and publications. For prospective students, high school counselors, and parents we must consider recruiting publications, campus tours and visit days, community college articulation agreements, web sites, and admissions staff. We need to keep the web site and web pages current. For current students we must consider academic opportunities, environment, and service components. Popular teaching times may not be the best times for students to learn. We have to think about other learning opportunities. For alumni and donors, we must consider personal invitations, web site, events, and contact with staff. For legislators we must consider personal interactions, publications, local legislators. For the general public, we must consider press coverage, radio-TV, accessibility of campus to the public. For our internal audiences we use communications and meetings such as this one. We must be responsive to change. This is something we do not do as well. How can we enhance our promotional initiatives. We have cooperative work efforts such as the Marketing Committee and MEIU. There are new initiative such as customer service training opportunities. We are developing a new visual identity program and creating new publications and videos. Who is responsible for promoting Eastern? It is everyone's responsibility. The following points were raised during the question/discussion that followed:

- The reported faculty-student ratio was questioned. Nilsen explained that it was not class size.
- If we become too slick, we may send the wrong message to students who are really interested in education. The strategy could backfire if we sell the intellectual curiosity of our students short.
- I was struck by the high satisfaction of alumni. This says that we do a number of things very well.
- Nilsen is campaigning for a full-time web master. Our web pages need to be improved; this requires a full time person. Many web pages are the unpaid work of individuals. If we are to do it professionally, we need professionally help.
- How much proactive recruiting do we do? We have two full time recruiters in the Chicago area and one full-time in St. Louis.
- We have people in the departments who spend hours on web pages but they get nothing for it. We should at least give them reassigned time.
- I am my department's web person. It goes on my vita and that is it. It is an impossible task to keep up with.
- What are the demographics of our loss in students. It is a curious phenomenon that the U of I (the state's most expensive school) has an increase in enrollment and we (the state's least expensive school) have a decrease.

- It is great to see this promotion happening. It should increase our overall effectiveness. We need to know if we are getting the prime times for high school visits.
- When 40% come from junior colleges, they are making a decision for different reasons. This promotional effort does not quite address this. It seems we count on about 40% to be there. We are not transfer friendly. Nilsen noted that they are developing another set of materials for transfer students—a consistent message delivered differently.
- We have found that our students come here for the face-to-face human interaction. Students who come to open house days are often treated as if we are not interested in them coming. Often those students have lots of offers. If we move too far in using technology as a marketing tool, we may miss that face-to-face interaction. Nilsen responded that we are not becoming a web-based school. That is not our strength, but we do need to be aware of alternative ways of delivering instruction.
- They have talked about using CDs as a medium for the message, but they may be becoming passé. Students can get the information that would be on a CD from the web site.
- There was some discussion about the type of pictures shown in the publications, and the lack of academic-related pictures was noted. However, in a two-page document there is a need for colorful pictures. Students know that there are classrooms.
- Are the photos consistent with what we deliver on campus?
- Other than putting our best foot forward are there specific things faculty should be cognizant of? Faculty are important in recruiting and retaining students. Our freshman to sophomore retention rate is 74%.

VI. Old Business

A. Committee Reports

1. Executive Committee. The Executive Committee met with the President and Provost last week and discussed two things: the LANDesk and the President's testimony to the Illinois House of Representatives. She has already testified to the Senate and will testify to the House on March 24. Eastern was the second to last to present. This appears to be a good sign. They schedule depending on how much they like an institution and how many tough questions there may be. Some faculty members will be accompanying her on March 24.
2. Elections. A sign-up sheet was distributed. The polling place is located in the Union outside the bookstore. Voting will be from 8:00 a.m. until 4:00 p.m. on Wednesday, March 22 and from 8:15 a.m. until 4:00 p.m. on Thursday, March 23. There was a lengthy discussion of election procedures. The roll does need to be kept after elections for challenges and to publish the record of percentages voting.
 - It is human nature to go to departments and encourage voting, but we should do so without targeting specific individuals.
 - Getting out the vote is one of our responsibilities.
 - What is wrong with reminding individuals to vote?
 - It is not attractive. It creates an appearance that the elections are not fair.
 - The assertion that it is not attractive is a value judgment. Elections need to appear fair and to be fair. But I challenge whether this affects the fairness. Identifying individuals and encouraging them to vote is important. Unless it is forbidden I will do it. I think we should let it alone.
 - It is not a matter of just appearance or imposing value judgments. Not all colleges or departments are represented on Faculty Senate. When we encourage faculty members to vote, it could skew the election results. Bringing people to vote could be unfair.
 - It has been effective to promote voting and I do that for all departments.
 - Encouraging a group to vote is fine, but it should be confidential who has voted and who has not. There could be harassment if we work on an individual basis.
 - Could we, in the interest of encouraging people to vote, have the Daily Eastern News publish the numbers of people who have voted on a college or departmental basis?
 - Elections are run in numerous ways. In my town it is public record who has voted. We have every right to call individuals.
 - The problem is insider information. Who votes in a general election is public record. Democratic and Republican poll watchers do check. Why couldn't we allow anyone who wants to see the data do that?
 - I would not mind being contacted. However, having said that, there have been times when I have voted and my name had not been crossed out.

Motion (Tidwell/Lockart) to allow public access to voting records on both days as the election processes.

Yes: Benedict, Best, Canivez, Fewell, Fischer, Lockart, Marlow, Tidwell. No: Allison, Coons, Eberly, Greer, Toosi, Young. Abstentions: Irwin. The motion carried.

- We have made the numbers of people who vote public. My concern is about personal active engineering interference by Senate members in the election process. Anyone seeing the list is fine, but Senate members becoming directly politically involved in vote solicitation is another matter.

Motion (Allison/Coons) that Faculty Senate members abstain from electioneering at the polls during elections.

This is the final motion; the motion went through several amendments as a result of the discussion.

- This disenfranchises me as a faculty member.
- Getting people to vote is not coercing them how to vote. I do not see anything wrong with me getting people to vote. To say I cannot because I am a faculty senator does not make sense.
- There is a big difference between campaigning at the polls and back in my office. We can campaign just like anyone else. We just cannot do it at the point of the election.
- The motion is not clear. I will not campaign at the desk but I will back in my department.
- There is merit on both sides. I will oppose the motion. It can be left to the discretion of the individual Senate member to know what is appropriate. I think we can continue as we have in the past. I understand the concerns about the appearance of partiality, but there has not been a problem. We do not need to create more resolutions that are unnecessary.
- There is a difference between electioneering and encouraging people to vote. Under this resolution, encouraging people to vote would be impossible.
- Are we going to pass something that deals with something that we, as senators, have not done?
- I understand the spirit of the motion, but I will not vote for it because I feel it is insulting to me as a Senator.

Yes: Allison, Coons, Toosi. No: Benedict, Best, Eberly, Fewell, Fischer, Lockart, Marlow, Tidwell. Abstentions: Canivez, Greer, Irwin, Young. The motion failed.

VII. Adjourn at 4:15 (Marlow)

Respectfully submitted,
Nancy D. Marlow, Recorder

Upcoming Meetings

- **March 21—VPSA Lou Hencken—Senators should e-mail topics to VPSA Hencken.**
- **March 28—State of the University Address**