



Faculty Senate

MEETING MINUTES – APPROVED

Regular Meeting
November 15, 2019

Meeting called to order: 2:30 PM

Attendees

- Rich Bennett
- Shelly Blunt
- Pete Cashel Cordo
- Chuck Conaway
- Kenny Purcell
- Adrian Gentle
- Wes Durham
- Charlotte Connerton
- Mary Doerner
- Steve Gruenewald
- Stephanie Hawes
- Kindra Strupp
- Rex Strange
- Bartell Berg
- David Huebner
- Al Holen
- Jinsuk Yang
- Kimberly Delaney
- Kyle Mara
- Alex Champagne
- Henri Maurice
- Becky Sparks-Thissen
- Crystal Steltenpohl
- Amie McKibban
- Kati Daniels
- John Morris
- Andrea Wright
- Erin Meyer
- Sangwoo Heo
- Jamie Seitz

I. Meeting called to order – 2:30

II. Approval of previous meeting minutes – approved/passed

III. Chair’s Report

- A. Pam Hopson, Executive Dir of Multicultural Center will be visiting briefly 12/06
- B. Jaclyn Dumond (Assistant Director of Outreach & Engagement has asked for 10 minutes but this will be in the spring
- C. Town hall
 - 1. Next town hall will be on December 11 at 3pm in Forum 1 with Andy Wright, VP for Enrollment Management
 - 2. <https://www.usi.edu/employee-governance/>
- D. Convocation survey
 - 1. 51% have responded as of today
- E. Strategic Planning Coordinating Committee will meet next week (11/19)
- F. President’s Council has not met since the last Faculty Senate meeting
- G. Provost’s Council (11/05/19)
 - 1. Vehicle Travel Policy



2. Compliance date is now 1/1/2020
3. Dean Mitchell is working on language to improve the policy so that it is in harmony with existing policies
4. Student Travel Policy
 - a. VP of SA is meeting with travel (Dean Mitchell and the Provost's office are involved as well)
5. The message that AA and SA were not consulted is being delivered
6. CNHP has its own problems with travel regarding clinicals (Dean White, Dean Mitchell, VP Doss and Dr. Blunt are involved in these conversations)
- H. Spring meeting is being replaced by a university professional development day. This is currently being planned. Still brainstorming but the draft schedule includes
 1. 2 hours before lunch, 1 hour after followed by a town hall Lunch with open seating or one can decide to assigned to a table that mixes faculty from different colleges and staff
 2. Topic ideas include: Course Perception Survey dashboard, T&P discussions, work life balance, media skills for faculty, SOAR (library), strategies for fostering a more inclusive environment, what is means for faculty and staff to be recruitment and retention officers, Buy USI, Chrome River, Qualtrics, Office 365 and management 101 (for new supervisors)

IV. Provost's Report

A. Strategic Plan

1. Finding a way to make everyone on the campus aware of the progress
 - a. Building a university INTRAnet through SharePoint
 - i. Taking a little longer than planned – about another 1.5 weeks
 - b. Will be able to share information with everyone at USI
2. Most work is being done on background information for now
 - a. Survey information is being collected from various groups
 - b. Many comments were made in surveys – special subgroup is digging through those comments to glean helpful data
3. Overall about 458 (**unsure about this number**) responses have been collected so far
4. Currently engaging the Board of Trustees with questions
 - a. Board of Trustees will ultimately decide the fate of any strategic plan that is developed

B. Updates to previous charges

1. Emeriti faculty privileges
 - a. Most were approved
 - b. Names will be published on the Faculty list
 - c. Emeriti faculty will have library access
 - i. Emeriti faculty should work with the Director of Library to establish access when needed
 - d. Emeriti faculty can have an ID card
 - e. Emeriti faculty can enjoy the same discounts afforded to current faculty
 - f. Emeriti faculty can use the Recreation, Fitness, and Wellness center at the same cost as current faculty
 - g. Emeriti faculty can participate in academic ceremonies
 - h. Emeriti faculty can participate in faculty social functions
 - i. Emeriti faculty can have access to computer software updates where permissible by licensing agreements
 - j. Emeriti faculty can have access to university publications

- k. Emeriti faculty can have access to office, equipment, and/or other resources for continued university research of other academic projects dependent upon availability of resources and upon approval of the department chair, college dean, and provost
 - l. Request for emeriti faculty to serve on graduate committees was not approved
 - m. Request for emeriti faculty to have access to external and internal grants was not approved
- 2. Fee waiver policy
 - a. The fee waiver policy in the University handbook will be updated to reflect: The fee waiver will continue until the first degree is awarded but not to exceed 132 credit hours attempted
 - b. Age limit was not changed
- 3. New and Future Mother Parking on Campus
 - a. The request to remove the temporary nature of the on-campus handicap tag and allow a physician's recommendation to extend the length of time the tag is valid will be implemented and Vice President Bridges is working with Public Safety to facilitate the implementation
- 4. Changing tables in Restrooms and Additional Lactation Rooms
 - a. Changing tables will be added to selected restrooms across campus
 - b. Changing tables will be added to restrooms in the Screaming Eagles Arena and the University Center
 - c. Additional locations will need to be determined and VP Bridges would like to receive suggestions for those locations
 - d. Lactation rooms are available in the Recreation, Fitness, and Wellness Center, the Counseling Center, and the Health Professions Building
 - e. Lactation rooms can be added to the Business and Engineering Center and/or the Liberal Arts building
 - f. The Colleges need to identify space that they are willing to use for that purpose
- 5. Faculty Senate Standing Charges
 - a. The changes to the Faculty Senate committees in the Bylaws were updated in Summer 2019 and updated in the University Handbook.
- 6. Faculty Representation on Administrative Search Committees
 - a. This charge was not approved
 - b. Some faculty may be invited, but not from every college
- 7. Open Access Publication Funding
 - a. This has been approved
 - b. Faculty are able to use their professional development funds from the Provost Office to support the publishing costs
- 8. Student Administrative Appeals Committee
 - a. The Provost Office is working with VP Andy Wright on a process to notify faculty when a student's request for an administrative or medical withdrawal has been approved
- 9. Prior Learning Assessment Policy
 - a. This policy is currently being implemented
 - b. The Registrar's Office is working on creating new forms and working with the Bursar's Office to implement the new fee structure
- 10. Technology Enhanced Course Designation
 - a. The designation for technology enhanced courses has been approved and will be implemented beginning spring 2020
- 11. Concentration Policy

- a. The policy on concentrations within programs has been approved and will be updated in the University Handbook in the fall 2019 semester
- 12. Certificate Policy
 - a. The policy on certificates has been approved and will be updated in the University Handbook in the fall 2019 semester
- V. Charge 2019.42 – Amendment clarifying who may serve as an elected representative on Faculty Senate
 - A. Charge was presented (See attached)
- VI. Charge 2019.43 – Amendment regarding support provided to the Faculty Senate Chair
 - A. Charge was presented (See attached)
- VII. Charge 2019.44 – Amendment to add to Senate a representative of faculty not affiliated with an academic college
 - A. Charge was presented (See attached)
- VIII. Charge 2019.45 – Amendment modifying the term of Faculty Senate chair
 - A. Charge was presented (See attached)
- IX. VP Kindra Strupp – Presentation
 - A. Presented a list of questions she summarized from the notes Kenny sent her recently
 1. What’s the Role of the VP for Marketing and Communications
 2. How does your team function with Enrollment Management
 3. How is success measured, metrics
 4. What audiences, programs do you support
 5. What goes into choosing the focus for advertising
 6. What is the budget and how is it allocated
 7. Talked about digital marketing
 - B. University Marketing and Communications
 1. Special Events and Scheduling Services
 2. Community Engagement and Special Projects
 3. Alumni Relations and Volunteer USI
 4. Athletic Communications
 5. Creative and Print Services, Copy Center
 6. Marketing, Branding, Licensing
 7. University Communication
 8. Web Services
 - C. USI Brand
 1. Marketing had been in existence only for about 2 years prior to her arrival in 2013
 2. Images, emotions, experiences, and/or stories go into an organization’s brand
 3. Screaming Eagles is quite unique for USI within colleges, but is also part of Harley Davidson’s brand
 - a. Kendra worked with law firms and came to an agreement that both USI and HD could use the “Screaming Eagles” icon/phrase independently
 4. Won the CASE Circle of Excellence (Bronze Award) with branding efforts in 2014
 - D. Positioning Statement
 1. A positioning statement is an expression of how a given brand fills a particular need in a way that its competitors don’t.
 2. The University of Southern Indiana (USI) is a public, higher education institution offering 80 undergraduate and graduate degree programs. USI and our experienced faculty (never teaching assistants) provide students with affordable academic excellence, personal attention and hands-on learning. The modern campus is situated on 1400 beautifully-kept

acres in southwest Indiana. USI affords the opportunities of a large university in a friendly, welcoming environment.

E. Audiences

1. Primary external audience
 - a. Prospective Undergraduate students
 - b. Others
 - i. Adult learners
 - ii. High school age
 - iii. CAP
 - iv. Veterans
 - v. Transfers
 - vi. Athletes
 - vii. International students
 - viii. Communities of color
 - ix. Commuters
 - x. Residential
 - xi. First generation students
2. Secondary external audiences
 - a. Parents
 - b. Family
 - c. Community members
 - d. Donors
 - e. K-8
 - f. Alumni
 - g. Varsity club
 - h. Employers
 - i. Legislators
 - j. Peers
 - k. Media
3. Internal audiences
 - a. Faculty
 - b. Staff
 - c. Current students
 - d. Brand ambassadors
 - e. Word-of-mouth is key

F. USI's greatest brand ambassadors are faculty and staff

G. Budget

1. Breakdown
 - a. Digital – 33%
 - b. Television – 24%
 - c. Print – 7%
 - d. Outdoor – 12%
 - e. Signage – 8%
 - f. Agency consultation – 5%
 - g. Creative and print – 1%
 - h. Survey data – 9%
 - i. Radio – 1%

H. Prospective Student Findings

1. Information about students can be found in the *USI Fact Book*
- I. Survey given last year
1. 422 were seniors surveyed
 2. 95% within 150 miles of USI were familiar with USI's existence
 3. USI is second to IU in familiarity overall
- J. USI Alumni Findings
1. 9/10 alumni indicated that US had an excellent or good overall reputation
 2. USI's reputation is at least on par with the state's flagship institutions (e.g. IU, Purdue), even if it doesn't exceed them
 3. 71% of alumni still live in Indiana
 4. 55% of USI alumni live in SW Indiana
- K. Role Models Program
1. Result of a consultation with a group out of Chicago
 2. Launched in February 4, 2018
 3. 2018 Super Bowl commercial was \$17,500
 4. Role models used in advertising are not paid
- L. USI Website
1. In the last 12 months – 6.7 million hits
 2. Of the more than 35,000 searches conducted using the new academic program search tool, we know these people are...
 - a. Spending five times longer on the website
 - b. Completing a call to action to inquire, visit and apply twice as often as those not using the feature
 - c. Viewing 4.5 more pages per session
 - d. More likely to click deeper to college websites and department pages
 3. Website is being updated both technically and user interface
- M. Student Targeting
1. Refuel Agency
 - a. Dedicated to helping brands reach teens and college students across the US
 2. Facebook ads
- N. Return on Investment
1. Very difficult what strategies payoff given impressions (eyes on the message) don't directly correlate to actions
 2. A little easier with digital advertising because click-throughs can be tracked
 3. Certain mediums (like billboards)
- O. Print Publications
1. Reach various audiences
- P. Revenue Streams
1. In 2016-2017, about \$200,000 of special events fees were being waived
 2. Still trying to figure out how the arena will be used going forward
- Q. Upcoming Plans
1. Working closely with the Admissions team to evaluate College Board data, more targeted approach to recruitment (79 new admits from initial effort with deans)
 2. Low hanging fruit
 - a. Engaging prospective students/families – Monday tailgate event has 110 accepted students signed up ...300 total
 - b. Alumni – 432 raised their hands to help with recruitment, brochure

- c. CAP students – approximately 30% of dual credit CAP students come to USI (457), what can we do to increase that percentage
 - d. Adult learning population-new committee formed
 - e. Strategic planning, University and department level
- X. VP Kindra Strupp – Question/Answer Session
- A. What is the Monday Night tailgating event?
 - 1. USI is playing Western Kentucky University
 - B. Comment – I think it is manipulative that we promote the high success rate of passing exams like the NCLEX, but we are not telling students that those rates are only IF you get into the program in the first place.
 - C. I didn't catch some of the questions/comments
 - D. Once we get past the Search screen, department websites are very old-looking, colors do not match, very little information is available
 - 1. Embraco is going away
 - 2. Unsure of how it is going to look
 - E. We are not web developers and graphic designers – It takes a great deal of effort to manage department and program websites
 - 1. VP Strupp's department is limited as well
 - 2. VP Strupp would welcome Colleges identifying and spending money on individuals that could maintain websites in collaboration with Web Services
 - F. Why are we not focusing on areas farther away from Evansville when USI is already highly recognized in areas within 150 miles?
 - 1. Cost per clicks in other/larger areas are more expensive
 - 2. Needs to be supported by follow-up events like visits
 - G. In USI studio classes, U of E ads come up on Pandora, but USI ads never do
 - H. Going back to the Shaping Role Models, we didn't know about what students were selected for the Shaping Role Models program

Meeting adjourned: 4:35 PM