

WESTERN MICHIGAN UNIVERSITY
FACULTY SENATE MEETING
Minutes of 7 February 2013

The Faculty Senate met in the banquet rooms of the Fetzer Center. There were 56 Senators and substitutes present. **Absent:** H. Addison, I. Baker, B. Barton, C. Biggs, A. Curtis, C. Emerson, P. Farber, J. Gilchrist, K. Harvey, B. Johnson, P. Krawutschke, D. Lemberg, R. Manley, M. Mickus, J. Ruhl, J. Schulman, M. Villarreal. **Also present:** Janice Anderson and Suzanne Davenport, Faculty Senate Office; Maira Bundza, Libraries; Katherine Chamberlin, Sociology; Barbara Cockrell, Associate Dean, Libraries; Christine Davenport and Sean Nicholl, President, Western Student Association; Bassam Harik, Interim Dean, Haenicke Institute for Global Education; Carol Hustoles, Vice President for Legal Affairs and General Counsel; Dan Litynski, Vice President for Research; Adam Newsted, Office of Information Technology and member, 21st Century Student Initiative; David Reinhold, Associate Provost for Assessment and Undergraduate Studies; Cheryl Roland, Executive Director, University Relations; Greg Rosine, Vice President for Government Affairs and University Relations; Sandy Steinbach, Associate Vice President for Business and Finance; Raymond Thompson, Associate Dean, College of Aviation; Tom Wolf, Chief Technology Officer, Office of Information Technology.

Faculty Senate President William Rantz called the meeting to order at 5:05 p.m.

PROCEDURAL ITEMS

Acceptance of the Agenda

It was moved and seconded to amend the agenda to include a brief announcement from David Reinhold, associate provost for assessment and undergraduate studies, on the National Survey of Student Engagement and the Faculty Survey of Student Engagement as the first agenda item under Information and Discussion Items. Motion carried.

Approval of Minutes

The 6 December 2012 minutes were approved as published.

*Faculty Senate Executive Board Report – William Rantz,
Faculty Senate President*

Senate President Rantz gave the following report:

- He welcomed new senator Mary Z. Anderson, Counselor Education and Counseling Psychology and Western Student Association representatives Sean Nicholl, president, and Christine Davenport.
- Memorandum of Understanding 13/01, establishing the relationship between the structures within the University Strategic Plan and the Faculty Senate, has been signed by the administration.

- Susan Albertine, from the Association of American Colleges and Universities, was on campus 6 February to continue the conversation started by the Undergraduate Studies Council's forum on general education. The Senate Executive Board is ready to assist WMU revitalize and invigorate the general education program.
- The Restructuring Committee is looking at the internal structure of the Senate and has met with council chairs.
- The online curriculum review process is being developed with beta testing anticipated soon.
- Two more Senate councils will present forums this academic year following abbreviated Senate meetings on:
 - Thursday, 14 March, by the International Education Council and
 - Thursday, 4 April, by the Research Policies Council
- Rantz thanked Tom Wolf, chief information officer, and the Office of Information Technology for following up on the professional concern regarding costs involved in transferring VHS to DVD format and providing assistance for faculty needing VHS players.

Remarks – John Dunn, WMU President

President Dunn gave the following remarks:

- He attended the inauguration of President Barack Obama at the invitation of Representative Fred Upton. It was a very productive trip with many interactions, including visits to the Saudi Arabia and Iraqi embassies.
- He spent five days in the Dominican Republic. WMU continues to have a large number of students enrolled from that nation.
- The president, along with Provost Tim Greene and Walter Burt, interim dean of the College of Education and Human Development, met with the superintendent of education in Lansing.
- An articulation agreement was signed with the Wayne County Community College District. Approximately one third of WMU students are from the Detroit area.
- Governor Rick Snyder's budget calls for a 2% overall increase for higher education. His budget will be reviewed by the state legislature.

Remarks – Tim Greene, Provost and Vice President for Academic Affairs

Provost Greene commented on:

- Spring enrollment is down overall by 2.1%; however, online enrollment is up 41% compared to last year.
- There are currently 27 students with Fulbright Scholarships on campus, mostly graduate students.
- The Medallion Scholarship competition was attended by 730 students with a 3.5 or better high school GPAs and 26 or higher ACT scores.
- Searches
 - Lee Honors College Dean – This will be an internal search chaired Dean Anthony Vizzini, College of Engineering and Applied Sciences.

- Search firms have been selected for the dean searches in the colleges of Education and Human Development and Fine Arts as well as the Associate Provost for the Haenicke Institute for Global Education.
- Associate Provost for Strategic Enrollment Management – two candidates were brought to campus
- The Academic Program Review and Planning document will be reviewed by the deans the week of 11 February.
- University Strategic Plan – 130 faculty and staff serve on the various committees addressing strategic planning.
- A graduate's major will soon appear on the diploma. This was not available previously and is especially useful for international students. It is expected to begin with June graduates.

INFORMATION / DISCUSSION ITEMS

Announcement Regarding National Survey of Student Engagement (NSSE) and Faculty Survey of Student Engagement (FSSE) – David Reinhold, Associate Provost for Assessment and Undergraduate Studies

Reinhold noted that the NSSE is now open to freshmen and seniors. On 26 March, the FSSE will be open to faculty teaching undergraduate students. E-mails will be forthcoming to faculty. The university will use the data for improvement and assessment. The Collegiate Learning Assessment exam is used one year and the NSSE is used the alternate year.

WMU 21st Century Student Initiative – Suzan F. Ayers, Chair

In 2009 the Millennial Project Steering Committee began under Dr. Robert Wertkin from the School of Social Work. It was developed out of observations that the newest generation of students has different expectations with regard to their classes and instructors and many seemed to have a difficult time connecting with teachers. The committee examined the learning styles and educational needs of the youngest generation of students born around 1985 or later and generated recommendations on the most effective strategies for helping this generation achieve its educational goals.

The WMU 21st Century Student Initiative has continued this focus to increase interactions with students through assistance from the Office of Information Technology, Career and Student Employment Services, and the Office of Faculty Development. The initiative is nearing the end of its purpose and will continue to advise the provost.

A day-long teaching and learning event will be held in fall 2013. This will be a collaboration of the WMU 21st Century Student Initiative, the Office of Faculty Development, the Western Student Association, the Graduate Student Advisory Committee and instructors campus-wide.

“W” Brand Ambassador Program – Greg Rosine, Vice President for Government Affairs and University Relations

This program is a partnership with the Integrated Marketing Team, University Relations, and Human Resources. It is a professional development and leadership opportunity for employees to communicate and build the WMU brand. It furthers the University Strategic Plan and will have a positive return on investment for the university. Our brand is our reputation, and our brand promise offers a unique experience for students. It's about student success. The three pillars of the University Strategic Plan: Learner Centered, Globally Engaged and Discovery Driven, are the foundations that make our reputation possible. Workshops have been set to shape the brand and set a tone for communicating about the university.

2013 Marketing Effort – Greg Rosine, Vice President for Government Affairs and University Relations

Marketing efforts from 2007 to 2011 resulted in applications from prospective students increasing 24%. The 2013 campaign is Go West, with a focus on student experience. It reinforces our name and describes our entrepreneurial, pioneering spirit. Students are looking for discovery, challenge, and new frontiers. The university will promote its 2013 effort using outdoor advertising, print media, television/cable, and digital. Rosine responded to questions raised by senators.

PROFESSIONAL AND ACADEMIC CONCERNS

Senator Gunter commented that the online evaluations were not geared to teaching assistants. This concern was referred to the Instructor and Course Evaluation System Steering Committee.

Senator Petrovic raised a concern about deadlines for dissertation submission for students to walk in the April commencement. Senator Flamme noted a two-week extension had just been announced for thesis submissions.

[NOTE: The Graduate College confirmed that discussion regarding dissertation deadlines is continuing.]

Senator Malcolm noted lost opportunities for experiential learning for students as resources have dried up due to budget cuts.

ADJOURNMENT

The next Faculty Senate meeting is scheduled for Thursday, 14 March, in the West Ballroom of the Bernhard Center. It will be an abbreviated meeting followed by a forum from the International Education Council.

The meeting adjourned at 6:50 p.m.

Janice Anderson and Suzanne Davenport
Faculty Senate Office