

Faculty Senate minutes

November 2, 2016

Senators Present: Lea Ann Alexander, Clint Atchley, David Bateman, Emilie Beltzer, Kristen Benjamin, Alan Blaylock, Debra Coventry, Vincent Dunlap, Debbie Francis (for Lisa Massey), Greg Gibson, TaLisha Givan, Megan Hickerson, Dana Horn, Eric Jett, Jana Jones, Catherine Leach (for Shannon Clardy), Richard Miller, Brad Rowland (for Ingo Schranz), Joyce Shepherd, Laura Storm, Mike Taylor, Tammie Townsend, Meredith Wright

Senators Absent: Dever Norman, Kasten Searles, Charlotte Wright, Maggie Tudor, Pat Weaver

1. Call to order by President Lea Ann Alexander at 3:17 p.m.
2. Discussion with Tonya Oaks Smith, Director of Marketing and Communications

A. Academic Units

Ms. Oaks-Smith stated that the Department of Marketing and Communications worked with a marketing consultant to implement a content plan tailored for prospective students. The plan was created around what prospective students want to see and how they want to see it (i.e. website, social media, brochures, etc.). The Department of Marketing and Communications is working with department chairs to share student success stories, job possibilities, and alumni and faculty special events as requested by prospective students. The plan initially focuses on the programs that are most often viewed on the website (Aviation, Nursing, Developmental Therapy and other graduate programs); however, they are in the process of highlighting additional programs on a weekly basis. Though many programs have an abundance of information to share, she stated that the content plan allows for them to scale back information on a consistent basis, including: a welcome from the Dean, a 30-sec video teaser, a Facebook live video of a class, professors, current students and graduates of the program. Once the Department of Marketing and Communications has consulted with the Admissions Office, the created content piece is sent to the dean and department chair to check for inaccuracies, and once edited, it is returned to the department for deployment. Additionally, she stated that the statistics used in the marketing plan were shared with the deans and should be filtered down through department chairs.

B. Metrics

Ms. Oaks-Smith defined metrics as those data that helps us determine what content is being engaged with and viewed on a webpage. She stated that, according to the metrics, YouTube is the second most popular search engine; therefore, the department asks faculty members to engage with the content and share the content to push it beyond HSU and Arkadelphia. In addressing the marketing concerns of the larger audience, the Marketing and Communications Department has chosen to highlight more of what our faculty members and departments are doing, and relevant research or current topics that are of interest to prospective students and their families. Additionally, she stated that the Department of Marketing and Communications engaged with brand research, which showed what best fit our student's needs academically, as well as other factors that define our HSU brand, (i.e.

caring faculty, a school with a heart, opportunities for students to be themselves and be comfortable, etc.).

C. Marketing Plan

The Department plans to release the Marketing Plan (with key performance indicators) to the campus community, but it has already been shared with leadership and in public forums. The Marketing Plan includes an alternate approach to the utilization of billboards because of the \$12,000.00 cost. Because HSU is limited in our funding, with student recruitment being our first priority, the plan includes information in several social media outlets (Snap Chat, YouTube), social media channels, and GeoFencing (made available by searches in specific locations). Additionally, our advertisements are on the radio, including Pandora and Spotify, during peak times around our Hot Springs campus including. In addition to the updates on our website, the Department is sharing our stories through press releases and in the larger community. Currently, they are working to build a stronger relationship with news media and community leaders.

D. Collaboration with Department of Admissions

Ms. Oaks-Smith stated that she collaborates with Dr. Benton, Associate Provost for Enrollment Management and Admissions on a weekly basis to discuss the marketing needs of the Office of Admissions. Together with the SEMWorks consultant, they are working to create a consistent brand including the new HSU Logo and the #LiveReddie tag (which we are still working to define and express through film and words. Ms. Oaks-Smith stated that the Multimedia Learning Center has all of the branding requirements, but in order to better manage information shared, the editable version of the logo is available upon request. Additionally, if we find mistakes in any print or media materials, we are to share that information with the Office of Marketing.

3. Approval of minutes - Minutes from the October 5, 2016 meeting were approved
4. President's Report can be found as Addendum I. Additionally, Senate President Alexander requested that feedback concerning the campus-wide emergency drill be sent to President Jones.
6. Shared Governance Committee – The committee reported that President Jones has approved the Academic Integrity Policy.
7. Reports of committees
 - A. Executive Committee – The Institutional Review Board asked the Faculty Senate to approve the newest committee members listed on the agenda. The motion was moved, seconded and passed unanimously.
 - B. Academics Committee – The Academics Committee is now chaired by Brad Rowland while Emilie Beltzer is on leave. Several actions were taken on agenda items in Addendum II.
 1. Physical exam proctoring center for online courses: item was moved, seconded, and passed unanimously.
 2. New grading system policy for graduate student courses: item was sent back to committee for additional research and investigation.

3. Policy that limits number of times students can re-take the same course: the Faculty Senate requested that the committee visit with Dr. Elwyn Martin, Registrar, and the UAC to move forward with the policy.
4. "W" Drop policy that allows faculty to drop a student at any time during term: item is in effect according to Dr. Martin.
5. Online instruction policy: item will be reviewed by Faculty Senate in early spring 2017.
6. Adjunct Pay/Benefits: item is tabled until the December meeting.
7. Academic Boot Camp: item was sent back to the committee for additional research and considerations
- C. Buildings and Grounds Committee – The committee reported that they are working with Computer Services to add an Aramark Work Order icon and a link on MyHenderson to make it easier for input. Additionally, they are working to streamline the work order to make return communication easier and to be more efficient in requests and notifications of completed requests.
- D. Finance Committee – No report
- E. Operations and Handbook Committee – No report
- F. Procedures Committee – The committee reported that they are working on drafts of senate membership ballots and have asked department chairs to review the list of eligible faculty members for the departmental Senate elections before the final ballots are approved and sent to the faculty. Half of the departments elect new representatives each year. After the departmental elections are completed, the At-large elections will be held.

7. Old Business

No old business to report

8. New Business

A. Buildings and Grounds

It was reported that there are parking lots that are trashed with broken glass, etc. The Faculty Senate requests a consistent or regular trash pickup around campus, particularly around the Garrison Activity Center.

B. Early Registration

Some concerns were shared about the athletes' and students with disabilities having the opportunity to early register for classes and the inconsistency in the registration windows per student classifications. The Senate also questioned whether there is an advising rule about filling a course with athletes. Pam Ligon stated that Ms. Chanda Hooten, the professional advisor for athletics, takes steps necessary to ensure that courses are not overloaded with athletes. This issue was referred to the Operations and Faculty Handbook Committee. President Alexander stated that she would also address the concerns with Dr. Adkison.

9. A motion to adjourn was made, seconded, and passed unanimously to adjourn. The meeting adjourned at 5:31 p.m.

Respectfully submitted,

TaLisha Givan

Faculty Senate Secretary

Addendum I: President's Report

Report from the President, November 2, 2016

Meeting with President Jones

Dr. Jones said that he knows that classes were disrupted for this morning's lock down drill but that the only way to prepare for an emergency is to conduct an actual scenario. He would appreciate feedback from faculty regarding the drill. (What did you notice during the drill? Did you feel prepared? What would help you feel more prepared?)

Dr. Jones thanks faculty for good attendance and great questions at the October 19 Hot Topics forum on the Compensation Plan. The dialogue was helpful and he hopes it continues. In response to a constituent question, the recommendations from the Diversity Taskforce will be posted soon on MyHenderson and the task force's recommendations will be the subject of the next Hot Topics forum, to be held in mid-November. He looks forward to a great discussion on diversity.

President Jones, Dr. Powell, and I have discussed the possibility of opening the first floor of the library for 24 hours four days per week and extending Sunday hours from midnight until the library opens on Monday. He and other administrators are engaging in initial planning discussions with librarians regarding staffing and potential amenities. An expansion of library hours would partially address the recommendation of the Senate in the March 2, 2016 minutes to "re-establish the 24-hour computer lab, with gaming and social spaces, similar to the one formerly located in Foster Hall." While both services have already been relocated to the Garrison Center, an expanded computer lab in the library would provide greater access to students and to faculty.

Meeting with Dr. Adkison

The recommendation from Drs. Hardee and Boswell concerning how to handle course enrollments should be brought to the Deans' Council by the end of the term, which means that Faculty Senate will see it in January.

Dr. Adkison will pick back up on the online course policy in the spring semester and will work on it with the Senate Academics Committee.

Dr. Adkison responded to several constituents' question about a letter sent to all students which stated that those who fail to complete Title IX training will have their fall courses dropped in Summer I. Dr. Adkison said that Henderson stands to lose federal aid eligibility if we are not in compliance with Title IX, which mandates Title IX training for 100% of our students. After this year, only new students, including

transfers, will be required to take the training. Students will have multiple opportunities to complete the training; disenrollment is the last resort. This is similar to how Henderson handles Arkansas state law regarding immunizations and immunization holds. As these discussions are finalized, he will update Senate.

Dr. Adkison and President Jones are aware of concerns about marketing which they have received from faculty, department chairs, and deans. The Provost and President share a large number of these concerns and are actively working to address the concerns at all levels. They also agree that Henderson cannot afford to put less than our best face forward regarding recruiting. If you have feedback or concerns regarding campus visits or other recruiting activities, directing communication to Associate Provost Brandy Benton is the most effective avenue to address those situations.

Meeting with Dr. Powell

The current budget has been posted on the Business Office webpage and on MyHenderson. Budgets are built on assumptions after which adjustments are made to bring the budget into line with revised estimates. Dr. Powell will check to see if he can make available to campus the same budget update reports provided to the board when it meets.

If the university is unable to fund year two of the compensation plan (the 90% level), administration will consider whether we can get to the year three (95%) level in the 2017-18 budget. The Planning and Budget Committee will hold its first meeting on November 10 to begin developing the 2017-18 budget. As the two budget prioritization work groups recently established by Dr. Jones will determine how we prioritize needs, the Planning and Budget Committee will develop a transitional process for 2017-18. Faculty salaries will not be the last item to be budgeted.

Dr. Powell will ensure that the spring 2016 update of the compensation plan is made available. A discussion on how to ensure that we have not lost ground since the original calculations were completed included the idea that we might consider using an inflation index rather than the comparator institutions as some of their salaries may have declined. This method would not be as accurate, but it would provide a simpler and faster way to estimate what those salaries should be. It may be helpful to have the original task force review this and give us a recommendation.

Academics Committee: Update to Faculty Senate November 2, 2016

Meetings were held on Oct. 17, 2016 and Oct. 31, 2016.

Agenda Items since Last Senate Meeting:

1. Physical exam proctoring center for online courses

Oct. 17: The Academics Committee undertook a discussion of the proposed Proctoring Center.

- i. Establishing the physical space in which to house such a center. Equipment and capacity considerations.
- ii. Management and staffing of the proposed Proctoring Center.
- iii. Will use of the center be mandatory for all online instructors?
- iv. What options will be available for students engaged in online distance education who may not be able to come to Arkadelphia?

Action Taken on this Date: No further action was taken at this date.

Oct. 31: The Academics Committee undertook a discussion of the proposed Proctoring Center in view of making a recommendation to the Senate.

- i. Committee members expressed that constituents involved in online teaching are frustrated by the current proctoring situation.
- ii. Administration push for new online classes.
- iii. Stopping academic dishonesty/maintaining academic integrity on these exams.
- iv. Current testing center does not have the capacity to take on this role for large courses though individual instructors can utilize this resource.

Action Taken on this Date: By a unanimous vote, the Academics Committee forwards a recommendation to the full Senate supporting the implementation of a Proctoring Center on campus. It is envisioned that the faculty/staff whom this will affect the most (online instructors, etc.) should assist in the drafting of the proposal.

2. New grading system policy for graduate student courses: (+) / (-)

Oct. 17: The Academics Committee undertook a discussion of the proposed addition of +/- grade options for *graduate* courses.

- i. Dr. Elwyn Martin, University Registrar, states that +/- grading for grad courses and not for undergrad courses would present a technical challenge in POISE, but not an insurmountable one.
- ii. The sense gathered from committee members is that faculty who teach graduate courses may want this change as a way of differentiating students with different performances (81 v. 89, for example).

Action Taken on this Date: The Academics Committee seeks further consideration from the Faculty at large, Administration, and from members of the Senate regarding this topic.

Oct. 31: The Academics Committee undertook a discussion of the proposed +/- grading policy for graduate courses in view of making a recommendation to the Senate.

The committee discussed this topic and voted to forward a recommendation to the Senate to adopt this policy. However, new information has come to light since our committee meeting:

- i. POISE system replacement. When is the new system going to be in place? Should we make changes when a new system implementation is possibly imminent?
- ii. The Registrar also expressed concern about not being consistent with graduate and undergraduate grades.
- iii. This issue has not been before the Graduate Council. After consulting with Dr. Ken Taylor, perhaps this issue should originate there and then come back to Senate for consideration.

Action Taken on this Date: The Academics Committee recommends that the Senate move forward on this issue, however, with the new information that has come to light perhaps we should ask that this issue be forwarded to the Graduate Council for consideration.

3. Policy that limits number of times students can re-take the same course

Oct. 17: Dr. Elwyn Martin explicated the technical challenges we face with this proposal:

- i. POISE-Skylite, does not allow for this or other like settings (e.g., pre-requisites) to be automatically implemented. To implement this, we would need to contract with Jenzabar to create a solution.
- ii. Should we contract to have this work done if a new system implementation is imminent?
- iii. This could be controlled at the departmental level but that would create a hodge-podge of policies and would not be ideal. Also, this does nothing to address the grade forgiveness policy.

Action Taken on this Date: No action was taken other than to recommend that faculty to maintain course records of individual students and make their own registration decisions accordingly.

Oct. 31: The committee meets to discuss this issue once again. New information:

- i. The Senate already passed this policy last year. It went to UAC and was tabled.
- ii. This policy should NOT apply to remediation classes.
- iii. Dr. Martin states that this CAN be done in POISE, but it will require resources to pay for the contract.
- iv. This should be implemented with an eye to a change to outcomes-based funding.

Action Taken on this Date: The Academics Committee resolved to work with Dr. Martin and the UAC to move this proposal forward to Shared Governance and the Administration.

4. “W” Drop Policy that allows faculty to drop a student at any time during term

Oct. 17: As informed by Dr. Martin during the Academics Committee meeting, this policy has already recently gone into effect. Thus, faculty members ARE able to drop students at any point during the semester.

Action Taken on this Date: This issue is resolved and may now be removed from the agenda.

5. Online instruction policy

Oct. 17: Per the instruction of the Senate President, Lea Ann Alexander, the Academics Committee will await further feedback from Provost Steve Adkison on this topic.

Action Taken on this Date: No action taken at this time.

6. Adjunct Pay/Benefits

Oct. 31: This is an agenda item from last year. We did not have time to discuss this issue. It will be on the agenda for the November 14 meeting.

Action Taken on this Date: The committee supports this issue wholeheartedly. We resolved to further study this issue with an eye towards recommending that this issue be a priority in the current budget reprioritization process. We will be forwarding a recommendation to the Senate for the December meeting.

7. Academic Boot Camp

Oct. 31: This is an agenda item from last year. We did not a thorough discussion of this issue, but the committee seemed receptive in considering this issue. It will be on the agenda for the November 14 meeting.

Action Taken on this Date: The committee resolved to further study this issue with an eye towards forwarding a recommendation to the Senate for the December meeting. Specifically, we will work to do a peer institution scan for similar programs and their implementation and outcomes. Dr. Bateman and Dr. Rowland are working to create a new STEM Bridge and this program may eventually be adapted to all programs on campus. Perhaps this program can be a template for this Boot Camp? Further time to study is requested.

Next Academics Committee Meeting is Monday, Nov. 14 at 11 AM in McBrien 144.