

Faculty Senate Minutes
Wednesday, September 2, 2015

Senators Present: Ajay Aggarwal, Lea Ann Alexander, Steven Becraft, Kristen Benjamin, Alan Blaylock, Victor Claar, Shannon Clardy, Debra Coventry, James, Duke, Emily Gerhold, Megan Hickerson, Dana Horn, Franc Hudspeth, Jana Jones, Travis Langley, Patricia Loy, Richard Miller, Holly Morado, Ingo Schranz, Brett Serviss, Joyce Shepherd, Suzanne Tartamella, Charlotte White-Wright , Meredith Wright

Senators Absent: Vincent Dunlap, Clint Atchley, Maggie Tudor, Peggy Woodall

1. Call to order: President Brett Serviss at 3:15pm
2. Discussion with Provost/VPAA, Dr. Steve Adkison
 - A. Dr. Adkison began by reviewing announcements from the pre-session conference. He stated that the final salary study will be posted on the web without names listed. Corrections are currently underway. The salary study will be repeated every spring. Initially, the process is expected to take four steps to bring salaries in line with comparable universities; however, these four steps may be compressed into three. The compensation plan is driven by enrollments, not just new students but retention of existing students. Student success drives the ongoing revenue needed for the plan. If anyone has questions or concerns about this process, they may contact Dr. Adkison.
 - B. Our current enrollment, 117 students lower than last fall, reflects a lower enrollment at community colleges with the number of transfer students falling. With the reorganization, moving financial aid and international programs under the provost/VPAA, and new measures for conditionally admitted students, we are expecting a larger retention from fall to spring. A senator requested information about the percentage of conditionally admitted students who graduate. Although Dr. Adkison did not have this information at hand, he did mention that we lose approximately 60% of conditionally admitted students each fall.

When asked about information regarding the re-enrollment of transfer students from spring to fall, Dr. Adkison informed faculty that students who successfully completed the spring semester, but had yet to enroll for fall were called before the semester began. Several students were assisted in re-enrolling. Those who did not return did not indicate a specific trend as to why (They were not suspended, held good academic standing, and most did not indicate finances as their reason for not

returning).

- C. Dr. Adkison gave an update on the Council for Teaching and Learning and the Teaching and Learning Center (TLC). He stated that this is an advisory body, rather than a shared governance body. A space for the TLC has been identified and is awaiting approval by the Board of Trustees.
- D. Dr. Adkison discussed the reorganization of several offices to draw a closer connection for student retention. Admissions, Financial Aid, International Programs, and Tutoring will reside under the provost. The Trio Program has moved to reside under Student Affairs. Dr. Ken Taylor has agreed to serve as Vice Provost, but will continue to serve as the Graduate Dean. The Vice Provost position will not become a separate position, but is not necessarily tied to the Graduate Dean position. The details of compensation are currently being worked out. It is expected that both Dr. Taylor and Ms. Yvette Bragg will receive a salary bump to compensate for their additional work load.
- E. The transition of the physical plant to Aramark has been rocky. Aramark expected 100-200 work orders upon taking over; instead, they found 800-900 work orders in the queue. Aramark is now fully staffed to run the physical plant. Len Nicosia is the facilities manager. His email is nicosial@hsu.edu.

A Facilities Transition Oversight Team has been constituted to develop performance benchmarks for the transition. Aramark presented a plan this week based on five year projections for project completion. The need for a more immediate plan has been conveyed. Aramark has been very responsive so far.

A senator noted that many visible improvements have already been made, especially in the process of improving safety.

Dr. Adkison also assured faculty that employees who transferred to Aramark did not lose their insurance.

- F. The administration is developing a request for proposal (RFP) for an Enterprise Resource Program (ERP) in order to find a replacement for the POISE system that is going away in 2017. The replacement product selection will be driven by enrollment needs, the need for data

collection, and faculty needs. The selection will go through the shared governance process.

A senator asked where the money will come from to purchase the new system. Dr. Adkison stated that we are spending a large sum of money on consulting for POISE. This money will be redirected toward a new ERP. Expenditures will be determined once we see what responses come in from the RFP.

- G. A School of Business Dean search is being initiated. Dr. Louis Dawkins will serve as interim dean for the year in order to allow time for this process.
- H. Huey Library Director Mr. Bob Yehl is retiring in December after 30 years of diligent service. Decisions will soon be made about how to select his successor.
- I. Dr. Adkison discussed mandatory early registration for student athletes. This semester, it will run from November 10th until November 12th. Concerns have been voiced about the availability of core courses including University Writing, Technical Writing, and Oral Communication for the general student body. Dr. Adkison believes that the source of the problem may actually be the number of sections available in those courses, rather than early registration for athletes, per se. He will follow up on those course-access issues. Dr. Adkison shared GPA information that indicates more athletes successfully completed each term in the 2014-2015 school year than the 2013-2014 school year. In addition, 84% of student athletes had a GPA of 3.0 or higher last year, up from 69% the previous year.

A new PR blitz called “Be Advised” will be implemented to drive more students to professional and faculty advisors for registration. Because of the success of the mandatory advising for athletes, a move to mandatory advising for all freshmen will be considered.

- J. Governor Hutchison is developing a new funding plan titled “Closing the Gap, Master Funding Plan 2020”. He is currently proposing 100% performance funding (instead of our current 10%). All faculty and concerned citizens need to pay close attention to the development of the metrics measuring funding to be certain that they address our needs as a campus. Everyone who can make concrete contributions to these discussions is encouraged to register for meetings. This is a

subject that needs engagement.

3. Discussion with Ms. Jennifer Boyett, Vice President for University Advancement

- A. Ms. Boyett gave an overview of her position which encompasses Marketing and Communications, Fundraising, and Alumni Relations. She also serves as the Executive Director of the Henderson Foundation.
- B. This year, the foundation has experienced the highest single year of income in a decade with \$1.6 million in new funding. The grant received from AT&T for the Southwest College Preparatory Academy (spanning 2 years) was a large portion of this income. Additionally, the Unrestricted Fund was increased \$10,000 above the goal set in the strategic plan. A \$747,000 grant was received from ANCRC to renovate the exterior of the Old Caddo. This was not part of the \$1.6 million brought in to the foundation. A second grant will be requested from ANCRC for interior renovations to the Old Caddo. In addition, \$25,000 was received from the ALCOA foundation to install a boat dock at the Simonson Biological Field Station.
- C. New scholarships and endowments that were established in the last year include: Emma Sue Chenault Glass Scholarship, James Blackmon Aviation Endowment, Vietnam Memorial Scholarship, Mazzia-Hesterly-Dunn Scholarship, Callie Morris Nursing Book Scholarship, Christopher M. Wewers Business Scholarship, Debra Nutt Wewers Education Scholarship, and the Jeffrey Harrison Memorial Aviation Scholarship.
- D. A new tradition will begin with the Foundation Scholarship Reception. Students who receive scholarships from the foundation must agree to write a thank you letter to the donor and to attend a reception (held on September 24th this year). Donors have already responded positively to hearing from their scholarship recipients.
- E. A request-for-proposal was recently sent out to find a marketing firm to research topics that resonate with prospective students and their parents.
- F. Ms. Boyett distributed payroll deduction forms and encouraged faculty to make their own contributions to the Henderson Foundation. A senator asked if money could be set up for specific awards, such as funding for students to take a required exam that carries a fee. Ms. Boyett shared that there are many ways to set up these funds and she

would be happy to work with individuals.

G. Questions from senators followed. The following information was shared:

- The Henderson Foundation is still a separate 501c3 organization although the executive director is also employed by the university. Ms. Boyett's duties are split. Foundation information is still private.
- Ms. Boyett asks that if you are interested in pursuing fundraising, please go through her office in order to make a coordinated effort. This is not intended to discourage departments from asking.
- A senator requested that the marketing plan be made more transparent to faculty and staff, so that everyone may be in the loop.
- Ms. Boyett shared that advancement will help when they are able in grant writing. Ms. Deborah Sesser serves as the Grant Assessment Coordinator to collect data on for the grant received from AT&T. Her position is limited, since it is funded by this grant. We will hold further discussion on grant writing needs going forward.

4. Minutes from the April 29th meeting were approved.
5. Holly Morado was elected to serve at the Representative to the Board of Trustees. Emily Gerhold will serve as the Representative to the Staff Senate.
6. The President's Report can be found in Addendum I.
7. Shared Governance Update
 - A. A revised Social Media Policy has been submitted through the Shared Governance Process and is attached as Addendum II. Suggestions were made by senators. These include:
 - Remove "with their family and friends" in the second paragraph.
 - Clarification that the section beginning "Be aware of liability and legality" on page three applied only for the individual posting, as we are unable to control the responses to posts.

- The statement “Do not discuss a situation involving named or pictured community members on a social media site without their permission. As a guideline, do not post anything that you would not present in any public forum.” is too vague.
 - Be certain to correct any grammatical errors before displaying, such as the period at the end of the section “Respect University time and resources” and consistency with contractions and serial commas.
- B. A revised Media Relations Policy has also been submitted through the Shared Governance Process and is attached as Addendum III. The senators made one suggestion: to remove the word consistently from the last two sentences of the 2nd paragraph under Working with Journalists so that they reads, “In turn, the university expects members of the news media to conduct themselves in an ethical and professional manner when contacting or interacting with members of the university community and when visiting campus. The university reserves the right to break off contact with news media representatives who ~~consistently~~ fail to adhere to these expectations.

The Faculty Senate requests that these changes be made before a vote of support is given.

8. Reports of Committees

- A. Executive Committee – No new items to report.
- B. Academics Committee

The Faculty Senate previously voted to do away with the WP/WF. The policy is attached as Addendum IV. The Academics committee will address what will happen if a student needs to drop a class after the 12th week by creating a notation of AC (Administrative Correction) to replace WP. This will be the equivalent of a W. The back of each transcript will give a description of the codes.

The Academics committee also mentioned that the previous policy the Faculty Senate passed on November 6, 2013 on course forgiveness will be considered at the next UAC meeting.

- C. Buildings and Grounds Committee – The committee is asked to consider the issue of the raised crosswalks, since they are not marked.

- D. Finance Committee – No new items to report. A senator requested that a cost-benefit analysis of conditional admissions be considered, in addition to determining graduation rates of conditionally admitted students.
- E. Operations Committee – No new items to report.
- F. Procedures Committee – No new items to report.

9. New Business

- A. The faculty senate voted to create a resolution honoring Dr. John Gladden Hall. Please send any input to Lea Ann Alexander.
- B. An announcement was made that we have passed our safety audit and are no longer under rule 32.

10. The meeting adjourned at 5:05pm.

Respectfully Submitted,
Shannon Clardy
Faculty Senate Secretary

Addendum I: President's Report

Report from the President

Diversity Taskforce

Dr. Glen Jones stated that a Diversity Taskforce is in the process of being assembled and that it will convene initially sometime in September. Both Dr. Jones and Faculty Senate President, Dr. Brett Serviss, have made recommendations for faculty positions on the taskforce. Dr. Jones agreed to appoint all recommended faculty and those faculty will be contacted in the near future and offered an opportunity to serve on the taskforce.

One of the principal charges of the Diversity Taskforce will be to make a series of recommendations over how best to implement diversity and core values of the university in order to develop the right combination of people and programs. The taskforce will also be charged with helping to define, from a human value and difference perspective, who we are as an institution and what is our purpose — how to take different people and perspectives and bring them together successfully to work to advance the university.

New Programs

Dr. Jones mentioned that he has asked the Provost/VPAA, Dr. Steve Adkison, to think about the types of new programs that would increase enrollment. He also mentioned that programs are one of the principal factors that drive enrollment, and that we must develop new programs that will attract new students. Dr. Jones stated that additional personnel and resources (faculty, staff, equipment, facilities, and funding) will be garnered to support these programs, but that acquisition of all necessary components for a given program may, in some instances, extend over a period of a few years.

Expectations for Student Behavior and Student Retention

Dr. Jones stated that he would like for faculty to participate in the forthcoming discussion regarding student expectations. It is important for faculty to articulate what they want in regard to expectations of student behavior, and precisely how we should hold students accountable. Dr. Jones mentioned that while he has had meaningful conversations pertaining to student behavior with several faculty members, more discussion is needed, and a consensus as to what the faculty expect for student behavior is essential.

Dr. Jones stated that it is also critical that everyone at the university work together to do whatever is possible to retain our students.

Report from the Provost/VPAA

Strategic Plan

Dr. Steve Adkison stated that he and the Director of Assessment, Ms. Wrenette Tedder, in their work on finalizing the HLC Year Five Assurance Argument, are reviewing

the current strategic plan strategies under each priority in order to determine what we have accomplished over the past year, as outlined in the plan.

Appointment and Duties of the Vice Provost

Graduate Dean, Dr. Kenneth Taylor, has been appointed as the vice provost and will assume responsibilities of that position shortly, in addition to his function as dean of the Graduate School. At present, the responsibilities of the vice provost position will include:

1. approval and change processes with the Arkansas Department of Higher Education and the Higher Learning Commission for academic programs;
2. academic integrity processes;
3. student concerns and issues;
4. oversight of student research;
5. oversight of faculty and staff personnel searches;
6. oversight of the Institutional Review Board and the Institutional Animal Care and Use Committee; and
7. other duties as assigned.

Compensation

Dr. Adkison stated that program codes and comparative groups that were used for faculty and non-classified staff are being verified for accuracy and any discrepancies will be corrected. As per the task force recommendations, the salary study will be refreshed and re-examined on an annual basis, including this year. Under the current study, the consideration of time in grade/rank was not taken into consideration, with the understanding that this will be addressed over the course of this fall term so that our compensation plan does not create and maintain compression. Deans and department chairs have been asked to work with faculty in their areas in order to develop ideas that can be modeled to address time in rank needs. The forthcoming recommendation(s) to address time in rank will be incorporated into the compensation study and subsequently implemented. Dr. Adkison mentioned that a possible starting point discussed at Deans Council to address the problem is to determine a fixed dollar amount to be awarded per year in rank and that total incorporated into the base salary.

On a related note, Dr. Adkison stated that he would like to re-evaluate the salary increases that come with promotion, to bring that practice in line with those approaches used by our peer institutions. One possible consideration to address this concern is offering a flat rate salary increase instead of a percentage-based increase, as is the current practice at the university.

Dr. Adkison mentioned that, at present, only the first half of the year one recommended salary increases, as determined through the compensation study, have been awarded and that enrollments and student semester credit hours (SSCH) will have to be evaluated later in the semester to determine if the remaining half of the first-year salary increases will be implemented. Dr. Adkison stated that we have budgeted for a 3%

decrease in enrollment for this year, and that anything we can do to come in at less than 3% will translate to additional revenue that was not projected and that this revenue may be used at our discretion to support our strategic priorities.

Dr. Adkison mentioned that the final data for this first year's salary study would be posted in the near future, allowing everyone to understand individual standing for each faculty and non-classified staff member in regard to their particular status in the compensation study. These data will be made available through MyHenderson, and faculty and non-classified staff will be able to view their individual data and compensation plan, to include what salary increases that they can expect to receive and when those increases will occur over the four years of the plan. Dr. Adkison also mentioned that if anyone has compensation data questions or concerns to contact him directly.

Addendum II: Proposed Policy on Social Media

Date: 15 January 2015

Revision: 29 May 2015

Sponsoring Constituent: Tonya Oaks Smith

Statement of the issue: Social media allows us to communicate rapidly with our audiences easily, but the use of tools that allow instant and simple communication requires the acceptance of greater responsibility. The medium holds the possibility of a host of unintended consequences.

Rationale for proposal: Social media accounts that represent Henderson State University as a whole are maintained through the Office of Marketing and Communications. However, a number of entities within the university have established accounts as a way to support their individual efforts at marketing and communication. We do not discourage the creation of separate accounts, but we do ask that potential account owners consider carefully the responsibility inherent in delivering communication via social media. To help users identify and avoid potential issues, we have compiled these guidelines.

Review needed: Standard

Proposed policy

Social media allows us to communicate rapidly with our audiences easily, but the use of tools that allow instant and simple communication require the acceptance of greater responsibility.

Henderson uses social media to supplement traditional press and marketing efforts. Employees are encouraged to share university news and events that are a matter of public record with their family and friends. Linking straight to the information source is an effective way to help promote university messaging and build community.

Social media accounts that represent Henderson State University as a whole are maintained through the Office of Marketing and Communications. However, a number of entities within the university have established accounts as a way to support their individual efforts at marketing and communication. The Office does not discourage the creation of separate accounts, but university communicators ask that potential account owners consider carefully the responsibility inherent in delivering communication via social media. |

Henderson's Office of Marketing and Communications maintains the following official university social media accounts:

- Facebook: [facebook.com/HendersonStateU](https://www.facebook.com/HendersonStateU)
- Twitter: twitter.com/HendersonStateU
- YouTube: [youtube.com/HendersonStateU](https://www.youtube.com/HendersonStateU)
- Flickr: [flickr.com/getreddie](https://www.flickr.com/getreddie)
- LinkedIn:
<https://www.linkedin.com/edu/school?id=17754&trk=tyah&trkInfo=tarId%3A1408238379051%2Ctas%3Ahenderson%20state%2Cidx%3A3-1-5>
- G+: <https://plus.google.com/110527467276765658513/posts>

Other accounts have been established, but the ones listed above are the main communication vehicles for all official university messages.

The guidelines contained here are written for those who manage social media accounts directly affiliated with the university. For instance, they will impact a social media practitioner who communicates to promote the Student Activities Board, but will not impact that individual's personal social media presence when not representing Henderson State University.

Faculty and staff members should consider, however, how their personal interactions on social media could impact prospective and current students. All official account managers, whether they are students, faculty, or staff, should remember that the information shared in social media is governed by FERPA, HIPAA, and the appropriate copyright laws.

Information for university social media account managers

Applications that allow you to interact with others online require you to consider the implications of developing a relationship with another person. For example, there is the potential for misinterpretation of the relationship or the potential of sharing protected information. In order to use social media effectively, account owners should consider the following questions:

What do I hope to accomplish with social media?

Henderson's Office of Marketing and Communications uses social media as a portion of a larger integrated marketing communication plan. Social media does not exist in a vacuum, and messages are stronger when they are echoed throughout different means of communication. However, just like every individual prefers a different television news program, individuals will choose to interact with different social media channels. Depending on what your end goal is for your integrated communication plan, you could choose to communicate in different channels – including different social media channels.

To give you an example of what goals with social media could be, we are including the university's Office of Marketing and Communication goals for the implementation of social media into its planning. Each of these goals is tied to Henderson State University's strategic priority of enhancing the university's local, regional and national profile. The goals include:

1. **Extend the university's reach and influence.** Posts to social media can be seen throughout the world. In order to increase Henderson's reach in areas that would never see an advertisement or printed brochure, social media provides a low cost way to share Henderson's messaging quickly.
2. **Provide more communication channels.** When Henderson's message can be repeated through an integrated marketing communication plan and in many channels, more individuals have the opportunity to hear that message multiple times. In addition, the university has the opportunity to interact with stakeholders instead of broadcasting its messaging and not receiving feedback.
3. **Monitor the university's reputation.** Many times, social media provides an anonymous mouthpiece for those who are disgruntled or concerned about an organization's actions. By watching social media posts in a variety of outlets, communication professionals are able to determine what type of information external stakeholders need about the university or where outside opinions lie on university decisions.

Who is my audience? Are there opportunities for interaction with them through this medium?

Groups of individuals may be less likely to engage in social media because they are less connected to technology than others. In the same way, some groups of individuals may be more engaged with some types of social media than others.

Do I have enough content to maintain a social media account effectively and responsibly? Can I dedicate the time and focus to interacting appropriately with stakeholders so their affinity for the university is not diminished?

The best social media managers post to their accounts several times a day. If the manager of an account is not able to invest the time into maintaining a robust social media presence, then the department should take advantage of the university's presence and submit information for those accounts to publish.

Social networking sites require us to interact with our audiences in a two-way fashion, meaning we should respond to our stakeholders when they ask questions, offer opinions or post content. The medium was developed as a way to maintain conversations between individuals, so it is appropriate that Henderson State University accounts maintain dialogue with those who have affinity for the university. If a manager is not able to cultivate relationships through social media, that department should share posts with the university's Social Media Strategist.

Follow the process for creating a Henderson-related social media presence. To ensure that your social media efforts adhere to the design and policy standards of Henderson State University, all official Henderson social media accounts must be registered with the Office of Marketing and Communications.

- **Maintain confidentiality.** Do not post confidential or proprietary information about Henderson State University, its students, its alumni, or your fellow employees. Use good ethical judgment and follow the university's policies and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA).
- **Be aware of liability and legality.** You are responsible for the content published on blogs, wikis, or any other form of user-generated content. Bloggers have been held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous, or obscene (as defined by the courts).
- **Maintain privacy.** Do not discuss a situation involving named or pictured community members on a social media site without their permission. As a guideline, do not post anything that you would not present in any public forum.
- **Be mindful.** Before composing a message that might act as the "voice" or position of the university or a school/department, please discuss the content with your supervisor or the dean/chair of the school/department or his or her delegate. If you ever have any question about whether a message you are crafting is appropriate to post in your role as an employee, talk with your supervisor before you post.

- **Respect university time and resources.** It's appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem
- **Be responsible.** What you write is ultimately your responsibility. Participation in social computing on behalf of the university is not a right but an opportunity, so please treat it seriously and with respect. What you say directly reflects on the university. Discuss with your supervisor the circumstances in which you are empowered to respond directly to users and when you may need approval.
- **Be accurate.** Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible.
- **Keep accounts fresh and updated.** The university reserves the right to disable or temporarily unpublish Henderson-affiliated social media accounts that are dormant (no posts, no activity) for more than six months.
- **Replace departed account administrators.** When page editors and administrators, especially students, have left the college and no longer require access to social media accounts, you must update and adjust your page roles immediately.

While Henderson State University provides information to users who manage official social media accounts, we do not want to interfere with the individual freedom of speech of students, faculty or staff members. We do, however, ask that community remember the requirements of FERPA, HIPAA, and copyright laws when posting on their personal accounts.

Addendum III: Proposed Policy on Media Relations

Date: 15 January 2015

Sponsoring Constituent: Tonya Oaks Smith

Statement of the issue: As a publicly funded state university, Henderson State University is committed to sharing of knowledge and ideas with the public that provides funding. The university recognizes the important role of the news media as a channel of communication with the public and will provide qualified representatives of news reporting organizations with timely and accurate information regarding the university's programs and activities. Henderson State University's Office of Marketing and Communications serves as the university's designated contact point for the news media and is the source of official information about the university. Faculty and staff members serving as subject matter experts in their areas of research or teaching are asked to let the Office of Marketing and Communications know about their contact with the media so that the office can be on the watch for media coverage and can reach out to members of the media to see if follow-up on the university is needed.

Rationale for proposal: In order for Henderson State University to raise its profile, first with local and state media outlets and eventually national outlets, the university needs to speak with one voice. The Office of Marketing and Communications is the office that – in other institutions of higher education – is charged with ensuring that the university's message is given accurately. This industry standard is proposed at Henderson.

Review needed: Expedited

Proposed policy

As a publicly funded state university, Henderson State University is committed to sharing of knowledge and ideas with the public that provides funding. The university recognizes the important role of the news media as a channel of communication with the public and will provide qualified representatives of news reporting organizations with timely and accurate information regarding the university's programs and activities.

Henderson State University's Office of Marketing and Communications serves as the university's designated contact point for the news media and is the source of official information about the university. Faculty and staff members serving as subject matter experts in their areas of research or teaching are asked to let the Office of Marketing and Communications know about their contact with the media so that the office can be on the watch for media coverage and can reach out to members of the media to see if follow-up on the university is needed.

Policy

Working with journalists

Professional media relations staff members in the Office of Marketing and Communications serve as responsible advocates for the university. Their communication with members of the media and the public is guided by the principles of integrity, honesty, accuracy and ethical decision-making as described in the [Member Code of Ethics](#) of the Public Relations Society of America (PRSA).

Staff members in the Office of Marketing and Communications will respond promptly, courteously and professionally to requests from members of the news media who seek information about the university or access to the university and its administrators, faculty, staff and students. In turn, the university expects members of the news media to conduct themselves in an ethical and professional manner when contacting or interacting with members of the university community and when visiting campus. The university reserves the right to break off contact with news media representatives who consistently fail to adhere to these expectations.

Student press interaction

Because they are involved in a teaching and learning environment, members of the student press at Henderson State University will interact with faculty members and administrators in the same way as practicing journalists. The Office of Marketing and Communications will serve as the primary point of contact for administrators and arrange interviews, and faculty members will work with students directly.

Media access to facilities

News media are permitted to enter public areas of the university's campus without permission, but are encouraged to contact the Henderson Office of Marketing and Communications first so that staff may help facilitate visits to campus. In addition, media are asked to respect student requests for privacy if they do not wish to be filmed. Access to classrooms, offices and to all residence halls is strictly prohibited without prior permission from the university. Media personnel who infringe upon, delay or conflict with the university's normal operations may be asked to leave campus. News media are not required to obtain permission before

filming in public areas of the campus. During emergencies, officials may require news media to remain within a designated media-filming zone for law enforcement or safety reasons.

Responsibility

Office of Marketing and Communications

The Henderson State University Office of Marketing and Communications serves as the primary contact point for the news media.

University General Counsel

The university's General Counsel serves as primary contact point for public records requests.

Procedures

Press releases

The Office of Marketing and Communications will issue press releases to the media on behalf of the university. Event- and research-focused releases, when faculty and staff members make the office aware of the need for these releases, will be composed or edited in accordance with Associated Press Style and sent from the office as well.

News conferences

The Office of Marketing and Communications is the only on-campus entity granted the authority to call and hold news conferences on behalf of the university. Such news conferences typically are held only for major university announcements. News conferences are convened as a way to share news with the media efficiently; the focus at the event will be on meeting the needs of the news media.

Henderson's Athletics Department may convene news conferences on matters related to intercollegiate athletics. All other departments should coordinate with the Office of Marketing and Communications. In matters that impact both the university and athletics, members of both areas will coordinate on news conferences.

Faculty, staff and students who would like to discuss the protocol for calling a news conference should contact the Office of Marketing and Communications.

Spokespeople

When public comment on behalf of the university is requested, university's senior leadership – in conjunction with the Office of Marketing and Communications and the Vice President for Advancement – will identify an appropriate spokesperson. Faculty are always free to discuss any topics related to their areas of academic expertise, but no one is to speak on behalf of the university nor interpret university policy unless designated by the administration as a spokesperson.

Emergency communications

During a crisis or incident that disrupts normal university operations, the university has procedures in place to communicate with faculty, staff, students and members of the media and public as needed.

University Police and the Office of Marketing and Communications are authorized to communicate emergency information on behalf of the university using approved communication channels – RAVE Alerts, email, text alerts, phone calls, websites, social media and emergency sirens, along with other channels as judged appropriate given each emergency situation.

During a weather emergency or other event that disrupts normal university operations, university marketing and communications staff will reach out to members of the media to engage their assistance in notifying the public.

Policy on compliance with FOIA

As a state entity, Henderson State University complies fully with the Arkansas state [Freedom of Information Act](#) (FOIA), which is one of the most comprehensive and strongest open-records and open-meetings laws in the United

States.

Addendum IV: Proposed Policy "Withdraw from the University and Dropping a Course"

Information and/or forms for officially withdrawing from the university may be secured from the Office of the Vice President for Student Services, Womack 102F. Forms for dropping a course may be secured from the Office of the Registrar. No grade is recorded on the transcript for a dropped course or official withdrawal from the university during the first two weeks of a semester or the first week of a summer term. A grade of "W" is given if the student drops a course or withdraws from the university from the third week through the 10th business day after mid-semester grades are issued [replace with: "12th week"], and during the second week of a summer term. ~~Dropped courses or withdrawals after this time are designated as "WF" if the student is failing and "WP" if the student has a grade of "A", "B", "C", or "D." A student who ceases to attend class(es) without dropping or withdrawing after the sixth week may receive an "F."~~ However, if at a later date, a student submits evidence verified by the Office of the Vice President for Student Services that he or she left school due to circumstances over which the student exercised no control, the instructor may award a grade of "WP" if evidence is available to show that the student was passing at the time. Drop forms must be completed by faculty and submitted to the Registrar.

A failing grade will be given when a student is failing in a course and missed the final examination without a satisfactory explanation. Drop or withdrawal should be completed one week prior to the end of regular classes. If the student cannot get to campus, withdrawal from the semester may be completed by calling the Office of the Vice President for Student Services for official instructions. In order to comply with state reporting mandates, a student who is not attending class must be dropped by the faculty member by the census date. The census date is the eleventh class day of a fall or spring semester and the fifth class day of a summer term. Any student who has not logged on or participated in an online class will be considered to have not attended the class and will be dropped by the census date. A student who has been dropped from a class may not be added back at a later date unless a significant, verifiable, extenuating circumstance beyond the control of the student caused the absence. In any circumstance, it is the student's responsibility to contact the faculty member prior to the census date in regard to absences.