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Spring 4-6-2017

Senate Minutes 4-6-17

Kutztown University of Pennsylvania

Kutztown University Kutztown, Pennsylvania
UNIVERSITY SENATE MINUTES
http://www.kutztown.edu/about-ku/administration/university-senate.htm
April 6, 2017
ACADEMIC FORUM 103

Present: A, Arnold, D. Aruscavage, D. Beougher, R. Courtney (for M. Cardozo), A. Christman, J. Conahan, J. Kremser (for A. M. Cordner), C. DeMarco, R. Flatley, A. Fu, M. Gallagher, J. Garcia, S. Tracy (for H. Hamlet), K. Hudak, L. Irving, D.B. Johnson, E. Johnson, Y. Kim, L. Levine, J. Lizza, M. Maksy, P. McLoughlin, L. Norris, R. Perkins, V. Reidout, J. Ronan, J. Schlegel, L. Frye (for C. Shim), R.L. Smith, T. Stahler, J. Van Wyk, A. Vogel, C. Walck, T. McNally (for T. Williams), T. Wong, A. Zayaitz

Absent: K. Bremer, K. Clair, S. Dewey, S. Doll-Myers, M. Gober, K. Hawkinson, D. Immel, D.A. Johnson, M. Johnston, D. Lea, A. Morris, A. Pfeiler-Wunder, W. Rogers, M. Scheuing, B. Sharkin

Guests: M. Eicholtz, W. Hilton, C. Wells

I. Call to Order
  University Senate President J. Schlegel called the meeting to order at 4:03 PM.

II. Announcements – J. Schlegel
  A. Institutional Climate Committee (ICC): is holding a forum on inclusiveness and marginalized groups; faculty presenters and break-out sessions: Friday, April 7, 3-5 PM, RB 315. All are encouraged to attend.

  B. Spring Commencement: Graduate Commencement is evening, May 12; Undergraduate, May 13. All are encouraged to attend.

  C. Senate Election Results: were published in the Brief. They are:
    Strategic Planning/Resources: VPA: Soo Goh
    Committee on Committees: Prof. Staff: Sue Mangold; VPA: Heather Ramsdale
    Grade Appeal Board: CoE: Denise Farrah; LAS: Perry Lea; Grad Faculty: Kunio Matsuma

III. Approval of Agenda – J. Schlegel
  Any objection to the Agenda? None; Agenda approved by unanimous consent.

IV. Approval of the Minutes – J. Schlegel
  Any substantive corrections to the March 2, 2017 minutes? None; minutes approved.

V. Unfinished Business - J. Schlegel
  None.

VI. New Business
  A. Approval of Posthumous Degree : J. Schlegel
    Per ACA-061, an academic department may request conferral of a posthumous degree to the Provost. It must be approved by the Senate and Council of Trustees (CoT). The Department of Communication Studies recommends conferral of a posthumous BA in Communication Studies upon Ryan Dorfman, who died Nov. 5, 2016**.** He had nine credits left to complete this degree.
      A. Zayaitz: Moved to confer the degree of Bachelor of Arts, Communication Studies, upon Ryan Dorfman. Second D.B. Johnson. Discussion? None. Motion approved unanimously.

  B. Approval of Graduates: J. Schlegel
    Candidates for graduate and undergraduate degrees for Spring Commencement have been distributed (password protected list on the Senate web page).

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J. Van Wyk: Moved to approve the candidates; second M. Gallagher. Discussion? None. Motion approved unanimously, and with applause.

   C. Spring Willingness Results: J. Ronan

   Committee on Committees (CoC) received a record 128 respondents to Willingness to Serve. CoC filled 77 of 78 openings (difficulty eliciting Willingness from CoB faculty). CoC worked to distribute assignments equitably, weighing need for opportunity to serve and need for experience. Additionally, results by college and gender can be found here:
https://www.kutztown.edu/about-ku/administration/university-senate/ad-hoc-task-forces-and-links.htm
J. Ronan presented the slate for Senate approval.
   D.B. Johnson: noted one temporary faculty had been assigned but has not yet been rehired.
   J. Schlegel: Important to share information about representation by college/gender.
   J. Ronan: CoC builds consensus. M. Bononno streamlined by organizing all data into spreadsheets.
   J. Schlegel: Committee appointments are not done by hidden process; 7 members work together, considering newer faculty's need for service and seasoned faculty expertise.
   J. Garcia: How is information shared?
   J. Schegel: All volunteers, including those not able to be appointed, receive letters acknowledging their willingness to serve. A copy of an appointee's letter is sent to the chair of that particular committee so they are brought into the communication loop. Results are posted to Senate page.

   L. Norris: Moved to amend the motion to change the temporary faculty member appointment to contingent upon rehire; second R.L. Smith.
   Discussion: None. Motion to amend passed. No further discussion. Motion to approve slate as amended approved.

VII. President, Committee Task Force Reports
  A. Senate President's Report – J. Schlegel
    1. Summer Projects: Management Technician M. Bononno will be working on
      a. spreadsheet of Senators' terms for clarity
      b. Policy Register: identify policies where gender-neutral language can be used and make recommendations to that effect. No policies will be changed.

   D.B. Johnson: noted that policies state "Rev." at bottom -- usually means "Reviewed" but could also read as "Revised" -- clarity is needed.

  B. Senate Vice President's Report – J. Ronan
   No Report.

  C. University President's Report – A. Zayaitz for K. Hawkinson
    1. Aprill 11: Dr. Sarah Tindall will present the Spring Chambliss Faculty lecture.
    2. April 20: Consultants hired by PASSHE to review the System will be at KU. Consultants have set the agenda and requested to meet with those in particular leadership positions.
    3. Dean searches: CoB Dean search; searches for Associate Deans in CoE and LAS ongoing. Soon to have a search for VPA Dean.
    4. Strategic Initiatives Budget: $500,000 slated for initiatives, starting with chairs and moving up through the approval process.
    5. Budget reduction scenarios: Each member of Cabinet is to provide three budget reduction scenarios by Mid-May: reductions of 1.25%, 2.5% and 5%. This has been done each Spring for the past several years. Variables are state appropriations, tuition price and number of students.
    6. Middle States update: Revisions of self-studies are due to the Steering Committee in May. Pre-visit this Fall; accreditation visit March/April 2018.
    7. KU is still out of compliance with federal requirements to verify attendance for purposes of federal aid distribution. A policy needs to be put in place quickly.

Discussion:

J. Conahan: What is purpose of the PASSHE consultants' visit?

A. Zayaitz: PASSHE considers the current model unsustainable; consultants have been hired to examine the System and advise.

D.B. Johnson: re: temporary faculty: budget needs to support their professional development as well as for probationary and tenured faculty.

J. Schlegel: Is attending the Consultants' meeting on April 20; representing the University community as President of Senate. Please convey concerns/questions to senate@kutztown.edu; as permitted, she will communicate them.

D. Student Government Board (SGB) Report: – M. Gallagher

1. SGB is currently appointing 33 board positions; Executive elections to follow.
2. SGB is preparing for Advocacy Days in Harrisburg, April 17-18.
3. SGB is planning Fall's Conference of the Board of Student Governance; hoping that KU will host.
4. Student Government Association Day: a student appreciation event, showcases student groups
5. SGB passed its 2017-2018 budget, raising student activity fees by $10 to $141. Not a small sum, but among the lowest in the System. Over $2 million to be distributed to student organizations.

Discussion:

J. Schlegel: What do student leaders across PASSHE think of the System hiring consultants?

M. Gallagher: Not all SGB leaders had the opportunity to meet consultants. There is some concern about schools closing.

E. Strategic Enrollment Management Report - W. Hilton

Highlights are below. The presentation is available here:
https://www.kutztown.edu/about-ku/administration/university-senate/ad-hoc-task-forces-and-links.htm

1. Compared to this date last year, we are down about 40 deposits. Currently on target for International, Graduate and Transfer students.
2. We are below target for first time Freshman; increasing yield needs to be a top priority for the University.
3. M.O.R.E. program: high school students attending classes/shadowing students. Several Senators noted that these students participated actively in their classes.

4. Trends, Strategic Management Enrollment Plan (draft):
    a. increased scrutiny by outside organizations
    b. expanded options for educational delivery (online)
    c. dramatic regional reduction among white high school graduates, 2012-32
    d. dramatic regional growth among Latinx high school graduates through 2024-25
    e. increasing graduates of private high schools

Questions?

L. Norris: How does increased scrutiny impact enrollments?

W. Hilton: Non-profits are usually politically motivated; demand to justify cost of higher education. Also increased government scrutiny; much higher awareness of student loan debt. Overall impact on marketing: skeptical view of higher education.

D.B. Johnson: Why not go back to 2010 (year of max. enrollment); why 2013?

W. Hilton: The previous SEM plan covered 2013-16.

L. Levine: How many students are admitted over the summer?

W. Hilton: Students are accepted through Drop/Add in the Fall.

5. Freshman Profiles: highest ever academically; should be easier to retain.
6. Generally, enrollments are following regional trends.

7. Multiple Strategies are necessary to respond to these factors.
    a. assemble data to determine where recruitment is most effective; target these areas.

b. utilize digital platforms to stream ads with new brand

c. most important: establish predictive analytics to have supports in place before problems emerge.

d. KU community must be mindful of importance of recruitment and retention.

8. Goals: (2017-2020)

a. enroll 450 more students

b. establish enrollment between 9,300-9,400 - through recruitment, retention

c. increase retention rate to 76%, and a persistence rate of 66% - an increase of 1% per year in each category.

d. 4-year graduation rate: 35% or higher

1. Last year's 39% was an anomaly; academic profiles of current students indicate we can't maintain that 4-year percentage.

Questions:

J. Conahan: What factors cause the current 73% retention rate?

W. Hilton: main causes are transfers, personal and health problems

L. Frye: What strategies identify at-risk students now?

W. Hilton: We will be able to better identify students, and earlier, once we get predictive analytics system in place.

A. Fu: Why optimal enrollment?

W. Hilton: Looking at what's achievable, not optimal.

A. Vogel: How do we help?

W. Hilton: Be available to answer visitor questions; focus on retention. Reach out to struggling students.

A. Zayaitz: Note we are not lowering academic profile at all for new students.

W. Hilton: affirmed; and such students would be harder to retain.

J. Schlegel: urged Senators to go through draft of SEM plan and email responses quickly to senate@kutztown.edu or bononno@kutztown.edu; responses will be compiled for W. Hilton.

W. Hilton: Draft needs to be finalized next week.

F. General Education Redesign - M Eicholtz

Highlights are below. The presentation is available here: https://www.kutztown.edu/about-ku/administration/university-senate/ad-hoc-task-forces-and-links.htm

1. Committee maintains a student focus. Not about turf.

2. Committee is in the final stages of crafting a General Education program for all students. Currently there are three models under consideration; two holistic; one distributive.

3. Committee is committed to a First Year Experience. It will be content-based and assimilate new students to KU; to be taught by passion-driven faculty.

4. Competencies (meeting one or more identified Strategic Learning Outcomes [SLOs]) will be embedded rather than a separate overlay, as currently.

Questions/Discussion:

R.L. Smith: What are the nine SLOs?

M. Eicholtz: SLOs will be shared after the Committee's Monday meeting.

K. Hudak: Realized that there was little turnout at earlier student forum. Can students attend faculty open forums if they want input?

M. Eicholtz: Yes, students are welcome. We can also set up another student forum.

M. Maksy: How will courses that meet SLOs be identified? Who decides?

M. Eicholtz: General Education Committee; there will be an application process. Some established competencies can already be identified.

D.B. Johnson: What if there is a no vote? Can groups vote against?

M. Eicholtz: Yes, but the goal is frequent communication so that there are no surprises and there is support for the new Gen Ed.

A. Arnold: Can SLOs be met within major programs?

M. Eicholtz: Yes.

A. Arnold: What about departments that currently "own" programs?

M. Eicholtz: Right now no department "owns" any part of proposed models. One model is distributive. The goal is no one department to have ownership, or no one required course.

A. Fu: Once implemented, for a time there will be more than one gen ed program in place. Is there a plan to satisfy multiple general education programs simultaneously?

M. Eicholtz: We have a commitment to students to make it work. We do not have a specific plan as of yet; however, we are committed to making them both work, by working with chairs, students and with schedules.

J. Schlegel: Thanked M. Eicholtz for the report.

M. Eicholtz: Asked Senators to please contact her with input.

L. Norris: Can also contact me as liaison.

VIII. As May Arise
   None.

IX. Adjournment:
   With no further business, meeting adjourned at 6:02 PM.

Respectfully submitted:
L. Norris
Secretary, University Senate