

Minutes – December 3, 2010

Present:

P. Bacdayan	J. Blitefield	L. Brodeur	E. Carreiro	C. Du	P. Friedman	P. Gibbs
J. Griffith	A. Hausknecht	S. Hegedus	S. Hyun	S. Kim	C. Larkosh	W. LeBlanc
S. Leclair	Y. Magrass	M. McCurry	A. Mollo	G. O’Rielly		D. Roscoe
F. Sousa	A. Tandon	C. Wang	S. Wang	S. White		E. Winiarz

Absent:

M. Anderson	C. Barrow	R. Darst	L. Forker	A. Gunasekaran	M. Guo
F. Karakaya	P. Karimi	Y. Kim	L. Knauer	R. Laoulache	J. Li
V. Mendes	S. Ordoobadi	J. Paraskeva	S. Parayitam	E. Peteva	S. Schireson

Excused:

M. Baum	CY. Chen	M. Hall	A. Narayan	S. Spencer	J Wu
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Guests:

M. Adams	M. Asselin	M. Bilek	T. Burton	M. Carrera	E. Fioravanti
C. Fortier-Barnes	A. Fowler	R. Pegnetter	D. McLaughlin	D. Milstone	S. Scott P. Walsh
A. Wilkinson	S. Whittaker				

1. **Minutes**

J. Griffith moved and R. Golen seconded a motion to adopt the minutes as distributed. Although he did not sign in, Y. Magrass wished to be noted as being present for the November 2012 meeting. The minutes so reflect that change. Motion carried.

2. **Steering Committee**

G.O’Rielly

R. Golen will not complete his term on the Faculty Senate Steering Committee. Nominations were requested for a representative from the Business College to complete his term. S. Parayitam was nominated. As there were no other nominations, the Secretary was directed to case one ballot to elect S. Parayitam as Business Academic Council representative.

As this is the end of the fall semester, President O’Rielly listed the upcoming Strategic Planning process and the Facilities Master Planning proves and the Senate Constitution as three major items for the spring.

3. **Campus report**

A. Fowler

- Today was his first day as Interim Provost.
- The installation of the Chancellor will be celebrated with seminars, workshops and the dedication of the completed library renovations on April 2,3, and 4. Faculty are asked to develop committee to implement any academic ideas.
- DESE will be on campus next week to perform the final audit of the teacher Certification program.
- The 2012-2013 budget is almost finished

4. **Board of Trustees Meeting reports**

S.White

- The task force on Efficiency and Effectiveness believes that there could be between \$11 to 19 million dollars of potential savings. No detail on how that come to be believed or how it would be accomplished.
- A \$5 million dollar new computerized procurement system is to be purchased. It is claimed that #12 to 16 million dollars in savings over the next ten years could be realized.

5. **Admissions Committee** **P. Bacdayan**
- The current discussion is to increase enrollment from 9,000 to 12,000. This total could be attained by increased on campus and online students at both undergraduate and graduate levels. Issues of class size, space and scheduled have not been discussed. **See Attachment #1** – Material from Admissions Committee report for additional details.
6. **Open House Reports** **T.Mauk/ M. Lynch**
- The format of the Open House activities was changed, as the students disliked the old one.
 - We need to sell the University not the specific College. Students are interested in majors, not colleges. There were different sessions for potential freshmen and transfer students.
 - We need some presentation of programs for undecided students.
 - There was a 42% increase from fall 2011 to fall 2012 in attendance. Increase in Umass Dartmouth increased by 75%.
 - Spring Open House dates are
 - March 9 Nursing
 - April 6 Arts and Science – Charlton College of Business – College of Engineering
 - April 20 high school prospects and accepted seniors (need to increase yield)
 - Admissions has been working with Student Life, Housing, Financial Aid and campus tour guides to provide a broader range of information.
 - There will be a survey to students who enrolled asking what the decision point was.
 - Faculty input and idea are welcomed and wanted.
7. **Library** **T. Burton**
- The infill project will be completed and opened for the spring semester. Inspections will take place in late December/early January.
 - The Grand Reading Room will have an upgrade to its technology.
 - Books will be back beginning in February.
 - There are concerns about the need for the reference desk. Users will be asked what they need.
 - The continuing battle over the desire for journals and their use is ongoing
 - There will be a completely new library information system in the spring. An online introduction will be available.
8. L. LeBlanc moved ad D. roscoe seconded a motion to adjourn. Motion carried.

Respectfully submitted,

Susan J. Leclair, Secretary

Attachment #1

Developing faculty buy-in for enrollment initiatives: Senate Admissions Committee

To Faculty Senate
Paul Bacdayan
12-3-12

This year's committee

Paul Bacdayan (Convener/Mgt);	Jerry Blitefield (Chair/English);
Thomas Boone (Psychology);	Catharine Curran (Marketing);
Anna Dempsey (Art History);	Christopher Eisenhart (English);
John Fobanjong (Poli Sci);	Oksana Jackim (English/LAR);
Michael Goodman (Public Policy);	Guna Gunasekaran (Chair/Decision Info Sci);
Lorraine Heffernan (Library/Bus & Econ);	Lisa Knauer (Anthropology);
Hong Liu (Electrical & Computer Eng);	Michael Lynch (Adm Dir, Liaison/Admin);
Yale Magrass (Sociology);	Kathy A. Miraglia (Chair/Art Educ);
Arlene Mollo (Art Ed, Sen St Com);	Jose Domingo Mora (Marketing);
Joao Paraskeva (Educ. Leadership);	Elena Peteva (Fine Arts);
Shawn Towne (Design);	Barbara Weatherford (Chair/Nursing, Adult&Child).

UMD is "Bootstrapping" with enrollment revenue
However, faculty affect enrollment
Faculty buy-in for initiatives is

Needed
Do-able

Need a million bucks from enrollment?

\$9000 per student contribution

110 students x \$9K = \$1 million

Deficit of \$2 million need 220 students

75% retention

Actually need to recruit 280 extra new entrants *keep* 220 students

Now, what if we need 3000 new enrolled in 5 yrs?

2012.xxxxxxxxxx 9,000

2017.xxxxxxxxxxxxxx 12,000

Headcount target, 11-20-12 Town Mtg

Getting to 3000 new students means recruiting 1000 new per year (not 280) above current results. Last year we recruited around 2000 (includes transfers). That's a sustained 50% increase over current levels.

Can we have it all? If so, how?

Lots more students... But also:

Time for research/publication

Time for quality teaching and advising

With planning process coming,
need faculty dialog to generate viewpoints.

Heroic individual teaching commitments by all faculty

One option: New programs

Appealing to many prospects

High volume – modest entry hurdles

Efficient

Simple requirements

Big sections

Adjuncts

Examples: Communications, recreation Management, Kinesiology

Other faculty roles

Cross-marketing (e.g., Business Minor allows Liberal Arts students to hedge their bets in the job market)

Club advising à recruit First Years

Outreach to schools

Open House volume

Counsel/Teacher on-campus events

In conclusion

Stable enrollment needed (at a minimum)

Significant enrollment growth proposed

Faculty participation key to either path

Admissions Committee, and other faculty bodies, need to actively develop ideas that are workable from the faculty standpoint.