

FACULTY SENATE MEETING

November 14, 2017

3:30-5:00pm

Dion 115

Members Present:

	Present		Present		Present
Paul Bacdayan	X	Guarav Khanna	X	Nancy O'Connor	X
Jerry Blitefield	X	Anna Klobucka		Aminda O'Hare	X
Tom Boone	X	Hilary Kraus	X	Grant O'Rielly	X
Dario Borim		Susan Krumholz	X	Susan Raidy-Klein	
Michelle Bowers		Wayne LeBlanc	X	Andrew Revell	
Rob Darst		Elizabeth Lehr	X	Ricardo Rosa	X
James Edwards		Julia Li		Doug Roscoe	X
Chris Eisenhart		Chad McGuire	X	Nathan Rubien	
Gavin Fay		Cristina Mehrtens		Kenneth Saltman	
Rebecca Flanagan	X	Victor Mendes		Frank Scarano	X
Jennifer Fugate	X	Kathy Miraglia		Monika Schuler	X
Michael Goodman		James Mistler		Glaucia Silva	
Karen Gulbrandsen	X	Kari Mofford	X	Amit Tandon	X
Adam Hausknecht		Pia Moisander	X	Iren Valova	
Shannon Jenkins		Jose Mora		Cheng Wang	X
Arpita Joardar	X	Ziddi Msangi	X	Elizabeth Winiarz	

Guests Present: Cathy Curran, Robin Robinson, Chan Du, Mohammad Karim, Ram Bala, Magali Carrera, Kim Christopher, Ray Laoulache, Tesfay Meressi, Heidi Berggren, Cathy Smilan, Terrance Burton, Anna Dempsey, Alex Fowler, Kevin Kelly, Renee Buisson

Call to Order: Doug Roscoe called Meeting to order at 3:30pm

Approval of Minutes from October 19, 2017

Motion to approve minutes made by Monika Schuler and seconded by Chad McGuire. Motion carried.

Faculty Senate President's Report

1. We are approaching the third year of 3-year endowment for the Manning Prize for Excellence in Teaching at UMass campuses. The Manning prize includes a \$10,000 award. Nominations of faculty members can now be made. The Manning Prize was begun in 2015 by Robert Manning to provide a prize for each of the UMass campuses for 3 years, with the hope to continue through donations to the endowment following the initial 3 year period.
2. The Chancellor will be attending the December Senate meeting.

3. The extra meeting to discuss the budget will be held on November 28, 2017 in Dion 115 from 3:30-5:00pm. Jim Sheehan won't be able to attend, but Mary Louise Nunes and Michael Goodman will provide detail on the budget process.

Asked if there were any items the group felt should be presented at this meeting, several topics were provided.

1. Chad McGuire - Learning process – What has been the budget process over time, comparison of the old model vs the new model, and why the old model has failed.
2. Budget for training – budget impact on our ability to deliver programs and fulfill our mission
3. Paul Bacdayan – Debt and its effect on management decisions
4. Inter-college, department programs and how this works.

These suggestions will be presented to the budget group.

Provost's Report

1. Based on enrollment numbers on our current census day (8,406 vs. 8,647 last year) budget adjustments were made last week of approximately \$1.27M, which is about 6% of the total General Operating Fund, GOF, and Major Fees for all academic and student affairs units together. Breakdown for FY18 budget adjustments is as follows:

CCB	-2.6%	Law	0%
CAS	-3.2%	Library	-3.0%
COE	-4.6%	SMAST	-0.5%
CON	0%	Centers	-3.0%
CVPA	-5.9%		

Provost Karim said the difference between these cuts (\$320,967) and \$1.27M (~\$919,970) was absorbed by the Provost Office, CITS, Housing, Grad Studies, Undergrad Studies, Research, and Budget savings. No cuts were made to Enrollment Management or Graduate Fellowships.

2. We have received additional questions to be answered from the BHE (some as late as last Friday) for the BA/BS Public Administration. Deadline is today (11/14) for responses. We hope it will be considered by BHE subcommittee on December 5, and then, if approved, by the full BHE on December 12.

3. CASA will consider the MS in Finance tomorrow, Nov. 15, and if approved then at the BOT on December 8, 2017. PhD in STEM Education will be considered by CASA on March 28, 2018, and if approved, by the BOT on April 13, 2018.

4. Discussed the soft-ware fix for Terra Dotta, a travel program that is used to track faculty and staff when traveling to help assure their safety. An announcement and more details will be out soon from the Provost.

Presentation on Enrollment and Marketing – Renee Buisson, Vice Chancellor for University Marketing and Kevin Kelly, Interim Vice Chancellor for enrollment Management

Renee Buisson presented an overview of new marketing initiatives over the last 12 months. Target X, the customer management tool, was discussed. This can automate all communications to students, determine how effective they are, and provide real data.

Kevin Kelly discussed the fall search campaign. UMD has purchased names and information on students from College Board. This has been successful and has extended the geographic reach of our recruitment.

We have had about a 1.8% return of the form for pre-award merit scholarships, approximately 110 inquiries, and 200 applications. Renee said we've had about 203 EA applicants for 2018 and 1091 inquiries online. There has been a large response from states outside of New England.

Mobile responsive websites were reviewed. Undergraduate was rolled out last year. CVPA new website is visually more attractive and is the first one completed. Student outcomes and success are presented. Mobile response encourages online inquiries. Law School had a 60% increase in inquiry response since went live. CVPA had an 86% inquiry increase. Tracking codes also identify from where the inquiries originate. Discussion on area field reps (NJ and California), the use of more social media to promote UMD, and Naviance, a full service guidance suite for high schools.

Kevin and Renee took questions and discussed: Grant O'Reilly-Is there faculty contact in pre-stage, should be involved in outreach? Robin Robinson-Are students involved in marketing strategy? Nancy O'Connor – Work with guidance counselors? Paul Bacdayan – How well funded are we compared to other schools? Provost said our support services are not there for increased enrollment.

Remarks by Associate Provost Alex Fowler

Alex Fowler responded to the last meeting's suggestions for Research Administration improvements. He reiterated his willingness to respond to concerns and questions from faculty regarding sponsored programs. There is little support for faculty for grant support. A UMass system-wide business process review will look at the expense module for faculty and a software review is upcoming. A review of Buyways and more uses of the system for faculty. SPA Director interaction reviews at the same time of regular reviews. SPA goal for a 24 hour response time. Discussed faculty need and desire for ombudsman. Minimize paperwork sent back to faculty. On the pre-award side, should honor PI requests for personnel. Post-award need to go by department.

Alex addressed all areas of SPA Director recommendations. Agreed with everything and will continue to work on issues. He appreciates comments. Recommend spending money on research, course release, etc.

Recommendations to Improve Curriculum and Instruction Procedures (see attached)

Recommendations were discussed during the October 19 meeting and tabled to send to the union and administration. The Steering Committee has discussed the recommendations. A motion was made by Chad McGuire and seconded by Paul Bacdayan to go forward with making the recommendations.

Grant O'Reilly suggested a change in the wording in paragraph 2. This should now read "A body of faculty **with relevant experience** should have the opportunity to evaluate all courses offered for academic credit." The purpose of this is to get the bargaining process to encompass these provisions – a recommendation only. It was also proposed to move the final paragraph up in the document. Grant O'Reilly moved to accept these amendments, Chad McGuire seconded. This will be sent to the Faculty Federation and the Chancellor.

Cathy Curran-Kelly felt that program directors needed to meet to discuss curriculum. She mistakenly noted Vice Provost Magali Carrera as a proponent of this idea from a previous meeting. A motion was made by Paul Bacdayan to table discussion of the need for Program Directors to participate in creating curriculum. Seconded by Grant O'Reilly. Motion carried.

Other Business:

Motion made by Doug Roscoe to push final agenda items to the next meeting due to time constraints, seconded by Chad McGuire.

Adjournment:

The meeting was adjourned at 5:15pm.