



#635

MINUTES FOR THE MONDAY, SEPTEMBER 30TH 2024, FACULTY SENATE
MEETING AT 4:00 P.M. IN UC COUNCIL ROOM

Present: Almquist, Benedict, Cieminski, de la Torre, Dietz, Doerner, Elkins, Feinstein, Fleming, Garrett, Greene, Kang, Kyle, Landry, Larson, Leatherman, Lee, Lunaris, Leonard, Muller, Newman, Paytoe Gbayee, Schuttler, Senbet, Shafie, Walder

Zoom: Allen, Castro (Stutler), Iannacchione, Parker, Schaberl, Trask

Absent: Brown (sabbatical), Fischer, Lovewell, Mondy, Wieben

Guest: JaCee Branch, Debbie Farris, Deanna Herbert, Coree Higgason, Andad Raj, Deborah Romero

1. Call to Order: 4:01
2. Approval of the September 30th, 2024, Agenda: approved without objection
3. Approval of the September 16th, 2024, Faculty Senate Minutes (see below): approved without objection
4. Chair's Report (Kyle) – The groundbreaking ceremony for the College of Osteopathic Medicine went well on Saturday! The HSI fireside chat was held today and was nice to see member of the community attend. We are working on a Faculty Senate newsletter and ask committee chairs to send their reports by tomorrow. We are still looking for one other Senator to be highlighted for the newsletter, if anyone is interested, please reach out to Britney Kyle.
5. Administrative Reports
 - President (Feinstein) – Saturday's events went great! Today's HSI fireside chat had a great turn out. The final fireside chat of the semester on organization updates will be on 10/29 at 10am. The leadership searches for the VP of Student Affairs and Chief Diversity Officer continues. President Feinstein will be meeting the Student Government Association tonight.
 - Provost (Fleming) – The groundbreaking ceremony and fire side was great! The cabinet had a presentation about the statistics of student risks, especially suicide risk. It was very informative.
 - Dean's Representative (Doerner) – No report
 - Board of Trustees (Fischer) – No report
6. Staff Council Reports:
 - Classified Staff Council (Mondy) – No report
 - Professional Administrative Staff Council (Castro) – No report
7. Standing Committee Reports:

Academic Policies (Newman) – The Academic Policies Committee (APC) is grateful to move forward with the 4-day finals week. The committee will be receiving a draft of the proposed schedule next semester. APC continues to work on curriculum requirements, thresholds of majors and minor more specifically.

Codification (Schuttler) – Last week Codification worked on the first set of bylaws sent from the Boards, Councils, and Committees. We will send suggestions to respective parties once completed.

Elections (Newman) – The call for nominees has been completed, there are several vacancies and are asking for write-in candidates when ballots are sent out. The Constitutional Review Authority has many vacancies. Considering the decrease in faculty on campus, we might consider decreasing the membership on committees

Faculty Welfare (DeKrey) – Faculty Welfare met last week, they continue to look at faculty evaluation policies and reviewed some changes. The Faculty Welfare subcommittee that will handle business from the College of Osteopathic Medicine has been approved and has their first item of business for their first meeting.

Salary Equity (Senbet) – Fiscal year compensation outcome reports for 2023 and 2024 are almost ready and will be brought to next Faculty Senate meeting.

8. Student Government Association Report (Walder) – The Student Government Association had first full training yesterday and will have their first official meeting tonight in CC2300. There has been discussion about creating a bear pantry committee.

9. Special Orders

- Search committee and other appointments (Kyle) –
 - Faculty Grievance Committee (2024-2025) – ONE Faculty At-Large position
 - Mary Schuttler, Theatre Arts & Dance
 - Information Technology Committee (2024-2025) – ONE Faculty At-Large position
 - Moe Manshad, CIS
 - VP of Student Affairs Search Committee
 - Heather Pendleton-Helm, EBS
 - Dana Landry, PVA
 - Chief Diversity Officer Search Committee
 - Kelly Langley-Cook, HSS
 - Patrica Valverde, NHS
 - VOTE: Appointment approved by unanimous vote

10. Special Reports

- Marketing and PR Conversation (Debbie Farris and Deanna Herbert)
 - The Marketing and PR team, consisting of 14 members, manages the website, email communications (Slate), graphic design, and other related tasks. Their top priority is the strategic plan and play a role in launching the College of Osteopathic Medicine (COM). The team writes with a specific audience in mind and is actively involved in media relations.
- DISCUSSION:
 - Over the past few years, what has been done and achieved?
 - The team has exceeded agency standards, despite budget constraints.
 - Encouraging metrics have been reached that contribute to overall progress.

- Strong relationships with Denver reporters are being established.
- Do we have billboard in areas like DIA?
 - Not at the moment, it is very expensive, but we use digital advertising as an affordable alternative.
- Is the new website redesign going to be in compliance with the accessibility?
 - Yes, the redesign will be in compliance with accessibility standards.
- There is a feel of absence in partnerships
 - Both Admissions and Marketing are involved with Admissions handling outreach and Marketing providing gear and signage.
 - Discussion on how advertising efforts for UNC are coordinated is ongoing.
- Are we intentionally calling Greeley a town?
 - Current language is based on census terminology.
 - Can we make a video that make Greeley more appealing to students?
 - The marketing and PR Team does not have a videographer at the moment but that is an idea of interest. We discussed using existing UNC faculty to help create this video.
- As discussed during the retreat, there is a desire to highlight small class sizes and close student-faculty relationships.
 - The place to start would be with the communication strategist in each college, they will then meet with the team and discuss possible stories.
 - Or stories can be submitted through [True North page](#).
- Kyle suggested reaching out to the marketing team about the up-and-coming Faculty Newsletter.
- What kind of success stories in the past 18th months, any on PR side that we should be aware?
 - It was discovered that parents are the main audience reached and a pilot campaign targeting parents and families with that addition of students is being discussed.
- It was stated that it has been a challenge reaching out to communication strategists due to work loads and other faculty commitments. It was suggested that holding marketing and PR meetings to brainstorm and share ideas may be a more engaging approach.

11. Unfinished Business

12. New Business

- Proposal for Academic Affairs Restructuring (Kyle) –
 - The restructuring involves replacing 3 positions (AVP for Undergraduate Studies, Executive Director of Global Engagement, and Executive Director of Extended campus) with 3 different positions (AVP for Global Engagement and Extended Education, Curriculum Coordinator (or another high level staff position to support the vice provost, depending upon identified needs), & Vice Provost for Enrollment Management and Student Success) that will be budget neutral.
 - i. Is this going to increase the revenue?
 1. The restructuring will be FTE neutral.

- ii. Why does this make more sense than the old?
 1. With this readjustment, both the College of Osteopathic Medicine and Enrollment Management will report to Academic Affairs. Since both units are large and complex, the aim is to create parallel structures.
 2. It will make it easier to align recruitment efforts and manage non-college-based retention efforts.
 3. This approach helps balance the workload more evenly between members of the provost's office.

- iii. It was stated that there is a lot of frustration with extended campus and their role.
 1. Their role and engagement have been vague
 2. This frustration is part of this restructuring.
 3. An FAQ about restructuring will be created
- iv. At the AVP level, an academic leader rather than a business-focused leader with higher expectations for addressing the academic concerns within the institution is what they would look for.
- v. How do you plan to search for positions?
 1. External searched will be done, although there are internal employees that will be strong candidates.
 2. There will be significant faculty involvement in the search committee
- vi. Muller emphasized that she wants to make sure that the Liberal Arts Council will continue to have that support that is needed in order to do what they do.
- vii. Job descriptions are needed in order to decide if Faculty Senate is in support of the Academic Affairs Restructuring
 1. President Feinstein suggested that job descriptions are not needed and we should trust in the provost.
- viii. Senbet is worried that the university is becoming top-heavy, based on data from five years ago.
 1. With the restructuring being budget neutral, will it remain neutral in the future?
 2. It is proposed to have 2 higher level positions and 1 lower level, which will reduce the number of administrators at the executive director level or above.
- ix. Lunar is supports the merging of the two positions into one, highlighting that the role will be filled by an academic leader rather than a business leader.
- x. For global engagement, do they have to go through more communication?
 1. The restructuring shouldn't change anything since they currently report to a director.

13. Comments to the Good of the Order –

Get your vaccines! The campus jazz orchestra will perform live on KUVO at 7pm.

Adjournment – 5:23pm