

October 17, 2013 Minutes
Oakland University Senate Minutes

Members present: Andrews, Berven D., Berven K., Cheng, Corcoran, Corso, Debnath, Dulio, Dvir, Eis, Estes, Grimm, Groomes, Grossman, Hay, Howell, Knox, Landolt, Latcha, Lee, Lentini, Licker, Lim, Long, Maxfield, Mazzeo, McEneaney, Miller, Mitchell, Navin, Penprase, Pelfrey, Ragheb, Reger, Rigstad, Schartman, Shablin, Singhal, Switzer, Thompson, Tiegs, Tracy, Wells, Williams, Wren

Members absent: Awbrey, Barber, Binkley, Chamra, Cole, Dereski, Folberg, Hankin, Johnson, Meehan, Polis, Schuiling, Wharton

Provost Lentini called the meeting to order at 3:10 P.M.

Summary of Actions

Information Items

University Update—Ms. Youngblood

New Minors approved by UCUI: Broadcasting; Communication and Journalism, CAS

Multimedia in Journalism; Communication and Journalism, CAS

Child Welfare in Social Work; Sociology, Anthropology and Social Work, CAS

Program Modification approved by UCUI: Health Sciences major

Provost's Updates

New Business

Procedural Motion to appoint co-chairs of Senate Standing Committee

INFORMATIONAL ITEMS

Provost Lentini welcomed Interim President Betty Youngblood who was present to update the Senate on various university matters, of which the following are the highlights:

a) Buildings: Ms. Youngblood reported that all construction projects on campus are on time. She stated that in the future, the expansion of Varner Hall will be the top capital outlay project. Varner Hall will be a building with an area of 258,000 square feet, and will have a projected cost of \$98,000,000. She indicated that this expansion is a top priority item, and expressed her hope that it will be funded. The funding will come from a variety of sources.

b) Enrollment: Ms. Youngblood noted that 2013/14 is a historic year with regard to enrollment which is at 20,160 students, including 2569 FTIAC students. Retention has increased 3.7% overall, and retention of first year students is up 8% to 78%. She observed that retention needs to be a campus-wide project, and said that students should feel that this is home, and the place for them to be. She reported that since graduate and transfer enrollments are down, there will be a focus on improving these numbers and therefore there is a need to improve recruiting efforts, attract more students and re-align resources for these efforts. She noted that one reason for the decrease in transfer student enrollments is that community college enrollments are down. She said one idea has been to create a 'transfer center' to address the problem of transfer student enrollments. Also, she noted that the transfer articulations need to be kept up to date. Another

area of interest regarding enrollment is international student recruitment and retention. Ms. Youngblood encouraged Senate members to send her their ideas, advice and concerns about these and other issues.

c) Comprehensive Capital Campaign: Ms. Youngblood announced the launching of the new Capital Campaign. She indicated that efforts will be made to identify priorities, with a focus on teaching and learning, and on renewing policies that govern the institution. She said university policies need to be adjusted to ensure that it is as easy as possible for faculty members to teach and do research, and for students to learn.

d) Branding group company: Ms. Youngblood informed the Senate that the branding group company 'Ologie' had been named, and their people are presently visiting the campus. She is also working on re-organizing the office of Communications and Marketing to make sure that the academic units are being well-served. She re-iterated her belief that the function of administration is to facilitate teaching and learning.

e) Presidential search committee: Ms. Youngblood updated the Senate on the presidential search committee which has been formed and which will meet soon for the first time. This committee will work with the BOT to select a search firm. She requested Senate members to email Provost Lentini or herself about the kinds of questions and concerns they have regarding the search, and stressed the overall importance of communication on the campus.

Ms. Youngblood then opened the floor for questions, among which were the following:

- Mr. Andrews asked about the potential re-organization of graduate student affairs, and how this would relate to the Carnegie classification. Ms. Youngblood replied that she is fine with moving up in that classification, but observed that if we do the right things, the matter will take care of itself. She said we need to figure out how to promote quality, look at infrastructure needs, and find ways to stimulate and encourage research. She pointed out that changing the classification would cost \$40,000,000 per year, which is more money than Oakland University has for this purpose. She said she will be focusing on quality undergraduate education, but it is not 'either/or', because the Carnegie classification does not happen quickly, but rather will happen over several years if OU does the right things.

- Ms. Miller had two questions, the first being if we know why freshman retention is up, and the second in reference to how the branding of OU is connected to the School of Business study that was done on the same subject. Ms. Youngblood replied that regarding the improved freshman retention, the first year advising center has been very effective. Regarding the branding issue, she said the Ologie effort is directly related to that School of Business study conducted a year ago. She noted that there do not seem to be consistent messages as to what the university should be. She said it is critically important to realize that no university can be all things to all people and that there may be programs at OU that should not continue. She said the university needs to address issues of quality and infrastructure, and she pointed out that programs and numbers of students have increased, but not the number of faculty members which is a problem that needs to be addressed.

- Mr. Licker had a request regarding the function of the Senate Planning Review Committee. He

felt that it is unfortunate that these days, it seems as if SPRC has become somewhat superfluous because it spends most of its time dotting i's and crossing t's which is a shame because the committee members are energetic and creative. He expressed his strong hope that a change could take place to make SPRC a more useful and constructive committee.

- Mr. Berven said that he strongly agrees that there have been problems with communication on campus, and that faculty members need to be informed when building projects on campus end up having a direct effect on classes and research. He said that the Biology department has labs that use an area designated as the Biological Preserve, and yet the department was not told that they would not be able to have access because of the construction. He expressed frustration that there has been no discussion or communication on how the campus is being used, particularly when construction upheaval has a direct effect on the ability of faculty members to teach their labs and do their research.

- Mr. Dvir said that he supported the concern of Mr. Berven about the campus and ecology classes. He also agreed with the concern of Mr. Licker about the role of SPRC, because he has observed that the Senate Budget Review Committee has the same problem as SPRC. He requested that the SBRC should be used well, and there should be clarification as to what the role of these committees actually is.

- Mr. Grimm said ditto to the last three speakers, which he believes are huge challenges. He pointed out that one problem is that faculty members are not even sure what questions to ask, which is an issue to be addressed through improved communication. Ms. Youngblood replied that she is striving for greater communication between faculty and administration.

- Ms. Hay requested that the university needed to invest in a 'cadillac' online manager program that her department needs to use when they apply to use human subjects in their research.

- Mr. Navin asked about the composition of the Presidential Search Committee and what the role of the faculty members would be. Ms. Youngblood replied that she believes the committee should have broad representation although at present, the committee has only one faculty member on it. However, she said that decisions about the composition of the committee rests with the BOT.

Further informational items included the following:

UCUI approved a new minor 'Broadcasting' and a new minor 'Multimedia in Journalism' in the Department of Communication and Journalism (CAS). Ms. Heisler was present to explain that these two minors have been a long time coming, but it is now that the demand from students has surfaced. These minor programs respond to that demand, and the minors will make the students more active and marketable.

UCUI approved a new minor in Child Welfare in Social Work in the Department of Sociology, Anthropology and Social Work (CAS). Ms. DeVoogd was present to explain that the new minor will prepare students with the values and skills needed to create a pathway to work in the Michigan Department of Employment and Human Services.

UCUI approved a program modification to the Health Sciences Major. Ms. Wren was present to explain that Health Sciences has six concentrations, and the present modification to the Integrative Health concentration is to train students for osteopathic medicine as well as a variety of careers. Also, the modifications will free up more electives for Health Science students.

Provost's Updates: Provost Lentini said that he has been working closely with Interim President Youngblood on the areas that she had reported to the Senate. Regarding the question of Graduate Studies and International Students, he said that they are looking at the possibility of creating a Diversity Council. The results of the Climate Survey report intersect with this idea. Also, he said that he had been invited by Bob Maxfield to attend the celebration of a partnership with Avondale Schools, a partnership which was called 'revolutionary' by Mike Flanagan of Avondale Schools. Mr. Lentini said there should be more interactions of this kind.

A. APPROVAL OF THE MINUTES OF September 19, 2013

The September 19, 2013 minutes were approved (Shea, Licker), with one correction—namely, that Provost Lentini's name should be added to the list of members present.

B. NEW BUSINESS

1. Procedural Motion to appoint Chairs of Senate Standing Committete

MOVED that the persons listed be appointed as co-chair of the committee designated (Andrews, Thompson).

Assessment Committee

Chris Kobus, SECS, 2013-2014

Rob Nehmer, SBA, 2013-2014

The motion was approved unanimously.

C. GOOD AND WELFARE

- Mr. Grimm expressed his concern about practices that have evolved over time that are not in accordance with the university procedures. He read into the record the Senate charge to UCUI which states: "To make recommendations to the University Senate regarding proposed and existing university programs, including recommendations for program modifications, suspension or discontinuance." He made the point that information items 2-5 on the day's agenda were all matters that UCUI ought to have brought to the Senate for approval since UCUI does not have the authority to approve them. He also read the Senate charge to the Senate Planning and Review Committee which states: "To make recommendations to the Senate on any changes affecting the academic organization of the university", and "To advise the Senate on the university-wide implications of relevant changes affecting the organization of the university". He cited as an example the agenda item from the September 19, 2013 Senate meeting involving the reorganization of departments in SEHS which he stated should have been reviewed by SPRC and forwarded to the Senate for approval. He said he wanted to be clear that he did not want to delay progress, and that his concern did not have to do with the substantive issue of whether this merger was a good thing, but rather that his concern

was about the procedural issue of why merger matter and the other informational items had not come before the Senate for approval. He was concerned that decisions are being made that do not include the processes defined by the Senate. Provost Lentini said that in preparing the agenda, he had taken a close look at past practices, but since past practice may not be correct he plans to look into Mr. Grimm's concerns with the Steering Committee.

- Ms. Miller said she thought Interim President Youngblood's report to the Senate was profoundly refreshing, and she wanted to thank her for coming. She then recalled the idea that had been suggested at the previous Senate meeting of inviting a BOT member to come to the Senate, and said she hoped such a visit might occur. Mr. Lentini said that an invitation had been extended to the BOT, but so far he did not know whether they will accept.

ADJOURNMENT

The meeting was adjourned at 4:10 P.M.

Respectfully submitted,
Dikka Berven (secretary)