

Oakland University Senate Minutes

February 20, 2014

Members present: Anderson, Andrews, Awbrey, Barber, Berven, D., Berven, K., Cheng, Corcoran, Corso, Debatosh, Doman, Dulio, Dvir, Grimm, Groomes, Grossman, Johnson, Knox, Latcha, Lee, Lentini, Lim, Maxfield, Mazzeo, McEneaney, Meehan, Mitchell, Pelfrey, Penprase, Ragheb, Reger, Rigstad, Schartman, Schuiling, Shablin, Switzer, Thompson, Tiegs, Wells, Williams, Wood, Wren

Members absent: Binkley, Chamra, Cole, Dereski, Estes, Folberg, Hankin, Hay, Hightower, Howell, Licker, Long, Miller, Rajeev, Tracy, Wharton

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

Summary of Actions

Information Items

Agreement with the Association for Interdisciplinary Studies

Modifications to the Master of Arts in Mathematics, Master of Science in Industrial Applied

Mathematics, and the Master of Science in Applied Statistics

Modifications to the Ph.D. in Applied Mathematical Sciences

Modifications to the Ph.D. in Health and Environmental Chemistry

Modifications to the Ph.D. in Medical Physics

Branding Oakland University

Provost's Updates

Old Business

Motion from Steering committee to revise the charge for the Senate Planning Review

Committee

New Business

- Motion from UCUI and Graduate Council to approve a revised credit hour policy
- Motion from the Steering Committee to adopt the Guidelines for Senate Action Items
- Motion from Graduate Council to approve a revised grading policy for the School of Medicine
- Procedural Motion to staff Senate Standing Committees

INFORMATION ITEMS

- Agreement with the Association for Interdisciplinary Studies: Mr. Crabill informed the Senate that officially as of February 10, the Association for Interdisciplinary Studies had moved from Miami of Ohio to Oakland University.
- Modifications to the Master of Arts in Mathematics, Master of Science in Industrial Applied Mathematics, and the Master of Science in Applied Statistics approved by the Graduate Council; Modifications to the Ph.D. in Applied Mathematical Sciences approved by the Graduate Council; Modifications to the Ph.D. in Health and Environmental Chemistry approved by the Graduate

Council; Modifications to the Ph.D. in Medical Physics approved by the Graduate Council: Ms. Schott-Baer explained that the modifications to the above programs were primarily reductions in credits to bring the programs in alignment with competition from similar programs at other universities.

- Branding Oakland University: Jim Young made a detailed presentation to the Senate about the Integrative Marketing Plan and the process that went into the branding to be used for Oakland University in the future. He said that public sector consultants had looked at past ad campaigns and did not think that they had defined Oakland University's identity well. Mr. Young looked at studies that had been done asking students what they remembered from information they had received in ad campaigns, and this information was used in branding decisions. He pointed out that OU has had many logos. He said that the logo with the sail will be revised, keeping the sail but making the letters larger. The grizzly bear will stay as a logo, and the varsity 'O' will stay for OU athletics. He said that his team had done hard market research to find the attributes that describe OU the best—both who we are attribute-wise, and who we are product-wise. Conclusions are the College and Schools need dedicated Marketing. Core skills should be centralized (on the web, message development, media relations, and so on). There should be a focus on external news generation. He informed the Senate that the Alumni survey indicated that the OU Magazine, Email and Social Media are popular methods, the latter growing in popularity. He indicated that interviews had been conducted, and the findings were that there is an OU identity crisis with mixed signals being sent forth. He said that OU needs to focus on attracting and retaining the best students, and should look for a balance as far as its overall size and class size. He said OU should embrace its history of how it was launched going back to Matilda Dodge Wilson, there should be a focus on affordability and quality within reach, and advertising should focus on the fact that OU is in the middle of Michigan's fastest growing and most prosperous areas, and therefore is ideally located. He pointed out that other colleges and universities in Michigan are trying to recruit out of our back yard. He said that the branding strategy to be used will fit with the university's Strategic Plan, and will fit with the profile of OU students and who is the primary audience, factors which his team's research has identified.
- Provost's Updates: Provost Lentini introduced OU Police Chief Lucido and Captain Gordon to provide an update and information concerning the Internal Revenue tax fraud situation. Mr. Lucido informed the Senate that on February 4, the police department had received its first report of fraudulent filing/identity theft from an Oakland University employee, and the fraud is still happening to people to date. He said that there is a criminal investigation in process, and that a very sophisticated group is involved in the fraud. He indicated that the IRS is the lead agency in the investigation, and that the OUPD has been on the phone every day with the IRS. He further stated that OU is conducting an internal analysis of data storage, and looking at the university's administrative response in terms of risk management. Mr. Lucido said that he understands how frustrated and angry OU employees are and he assured the Senate that the university is doing everything it can to manage the situation. Mr. Gordon said that as of the day of the Senate meeting, there had been 90 reports of fraud from OU employees (faculty and staff), but none from students, and he said that so far the responsible persons have not been identified and furthermore there seems to be no connection to Oakland University. He

highlighted the steps that victims and potential victims should follow, including to call the IRS, to file a police report, and to file an identity or potential identity theft report with the government, as outlined on the university website page which has been providing updates for this situation. He also said that there will be meetings scheduled on campus for further updates by the police department in the days ahead.

- Provost Lentini informed the Senate that there are ongoing meetings to make the Strategic Planning effort as inclusive as possible.
- He updated the Senate on the presidential search, indicating that Mr. Bill Funk, the consultant hired to run the search, has been on campus to meet with faculty. Mr. Lentini said that we need to arrange more forums in the future as well.
- Mr. Lentini reported that the High Impact Practices Conference held in February had gone very well, with approximately 400 people in attendance from universities across the state.
- He stated that the MASAL conference will be coming up soon.

A. APPROVAL OF MINUTES of December 5, 2013

The December 5, 2013 minutes were approved with one correction. Ms. Williams was incorrectly identified as being in the School of Nursing instead of the School of Health Sciences. (Shablin, Dvir)

B. OLD BUSINESS

1. Motion from the Senate Steering Committee to revise the charge for the Senate Planning Review Committee

MOVED that the proposed change to the Senate Planning Review Committee charge be adopted. (Andrews)

Supporting documents available on Senate website: Old Charge and Proposed Revision

The motion was passed unanimously.

C. NEW BUSINESS

1. Motion from UCUI and Graduate Council to approve a revised credit hour policy

MOVED that the Senate adopt the revised credit hour policy recommended by UCUI and Graduate Council (McEneaney, Switzer) (first reading)

Supporting documents available on Senate website: Old catalog language, proposed language, memo from UCUI, memo from Graduate Council

2. Motion from the Steering Committee to approve a document intended to provide guidance to the community on items requiring Senate action

MOVED that the Senate adopt the Guidelines for Senate Action Items recommended by the Steering Committee. (Andrews, Thompson) (first reading)

Supporting document available on Senate website: Guidelines for Senate Action Items

3. Motion from the Steering Committee to adopt a revised grading policy for the School of Medicine

MOVED that the Senate adopt a revised grading policy for the School of Medicine (McEneaney, Switzer) (first reading)

Supporting document available on Senate website: Graduate Grading System (School of Medicine)

Mr. Grossman asked for an explanation for this change. Mr. Noiva, Associate Dean (SOM) explained that the proposed change is needed for accreditation requirements. He said that the first year clinical courses need a different method of grading from the present one. He said that the basic science courses use a three interval system (Honors/Pass/Fail) which is fine, but for the clinical courses, they need more intervals and so they are asking for a 4th interval of High Pass. Mr. Grossman asked if this change would be retroactive to August, and Mr. Noiva replied that it would be. Mr. Shablin moved to waive the second reading. (seconded by Mr. Andrews) The motion carried.

The motion to adopt a revised grading policy was passed unanimously.

4. Procedural Motion from the Steering Committee to staff Senate Standing Committees

MOVED that the person listed by appointed to the position or committee designated. (Thompson, Johnson)

Student Academic Support Committee

Cecilia Saenz-Roby, CAS, 2013-14, Chair (replacing Karen Markel who will remain on the committee but is stepping down as chair)

General Education Committee

Fay Hansen Smith, CAS, Winter 2014 (replacing Anne Hitt)
Ray Liedka, CAS, Winter 2014 (replacing Anne Hitt as Chair)

University Committee on Undergraduate Instruction

Austin Murphy, SBA, Winter 2014 (replacing Seong Cho)

D. GOOD AND WELFARE

With regard to the Guidelines for Senate Action, Mr. Crabill inquired what the process would be for various committees and offices on campus. He mentioned the transfer articulation agreements as an example of work done by his and the Registrar's offices, and in particular the over 2,000 transfer guides that are posted online for all MI community colleges. He also stated that the name change of a major could be a matter of concern. He suggested that the impetus for a change in the name of a major results from a change in the curriculum, and therefore he encouraged the Steering Committee to consider whether or not it would like to review Course Action Forms submitted from departments. Mr. Andrews said that the idea behind the Guidelines is to help the process of putting the agenda together. He indicated that as far as name changes go, if the name change has to do with the change of the name of a department, this should be done at the university level, and therefore should be debated and acted on by the Senate.

E. ADJOURNMENT

The meeting was adjourned at 4:50 P.M.

Respectfully submitted,
Dikka Berven (secretary)