

LIBRARY

*Note: Please get agenda items for the May meeting to Bege Bowers, English Department, by noon on April 19. (Given our track record with the printing-machine mailing list, she will contact committee chairs to inform them of the deadline.)*

**ACADEMIC SENATE MINUTES**  
**April 3, 1996**

**CALL TO ORDER:**

Jim Morrison, chair of the Academic Senate, called the meeting to order at 4:02 and apologized for the late distribution of agendas. The agendas (as well as minutes) for the April meeting were delayed by the destruction of a printing-machine mailing list during the move from the Print Shop to ComDoc.

**MINUTES OF THE PREVIOUS MEETING:**

J. Morrison announced a correction to the minutes of the March 6 meeting: The "Minutes of the Previous Meeting" section said we "approved the minutes of the 7 February 1995 meeting"; it should have said we "approved the minutes of the 7 February 1996 meeting." Minutes of the 6 March 1996 meeting were then approved as corrected.

**ADDRESS FROM DR. CYNTHIA ANDERSON, VICE PRESIDENT FOR STUDENT AFFAIRS:**

The following is taken from a disk copy of Dr. Anderson's remarks on recruitment and retention:

Thank you for the opportunity to speak with you today. I sat as a faculty senator for many years--and I realized, most recently, that there are many things going on within the campus which as a faculty member I was not privy to--enrollment and recruitment efforts being one of them. I can remember sitting in this auditorium and wondering, "What are those people in Jones Hall doing?" It was very easy to criticize and easier to place blame. So I thought this might be a good opportunity to share information with you about our recruitment efforts.

To begin with, let me give some research information that might be helpful. The days of the effectiveness of mass mailings are over. Universities are vying for the same individuals from a much-reduced number of potential students. Thus, although we do some mass mailing, we are really more inclined to recruit students "one-on-one." We also know that we get approximately 90+% of our students from within approximately a 100-mile radius. Thus, our efforts are focused on that service area. We also know that faculty have a great impact on whether a student enrolls at a university and whether they stay. Much of the literature indicates that faculty are the #1 determinant of student choice. We also know that students

are focused on educational outcome--which means that we must focus on the successes of our alumni.

Actual recruitment efforts at YSU are relatively new. For many years, all we had to do was open our doors, and we ended up with 15,500 students. Those days are gone.

I'd like to explain a little about the Office of New Student Relations. This office was created four years ago, for the specific purpose of recruitment. There are five full-time coordinators in the office who travel throughout our service area four to five days a week--attending high schools, college fairs, etc. Their responsibility is to get prospective students--to get YSU's name out in the forefront. They have tremendously succeeded, as last year we had more student prospects than in the past decade. After individuals become prospects, we must turn those prospects into YSU students--the yield. And frankly, with the number of prospects and the limits of the budgets we have had to work with, we have done a good job with the yield, as well. However, remember that demographically we are dealing with fewer potential students. Additionally, New Student Relations has as a goal that it will be present at as many university and community functions, as possible. We need to make our presence known.

Dr. Jane Reid, director of New Student Relations, worked with Harold Yiannaki and others within our Division to develop a student-recruitment plan. This plan, as many of you already know, includes all major stockholders of the University. We have asked faculty, staff, administrators, students, alumni, student organizations, and many others to participate in this process. We need to be able to link students with specific individuals. For example, a student might show interest in a geography major. That student would receive general University information from us. Then, perhaps, Dr. Maraffa would send a letter (generated by New Student Relations) showing interest in the student and giving more information. Additionally, we may invite the student to campus, and a student geography major would give the prospect a tour. In other words, it is important for us to stay in contact with these students throughout their decision-making process and actually beyond.

We have several initiatives for special student populations--these come out of Dr. Yiannaki's area. For example, a mailing goes out to students who never completed a degree but took coursework. Mailings go out to students who list us as an ACT choice. Nontraditional students receive a special letter.

Recently, we have had a community volunteer working on minority recruitment within the city and beyond. She came to us and volunteered with a specific proposal. Additionally, the Foundation gave us some money to develop and update YSU on the Web. They also gave some funding to emphasize our alumni.

If I might speak to the topic of budget for just one moment. Realize that until this year (about two weeks ago) we have never had a recruitment budget. Whatever initiatives Harold Yiannaki undertook were done by allocations of money from within the Division of Student Affairs or from some other Division that was good enough to donate funds. I might also

mention that Kent State University has a recruitment postage budget of \$300,000. We have nowhere near that figure.

Recently, the Board of Trustees approved a \$200,000 University Promotion Plan budget. This will allow additional initiatives to take place and hopefully yield more students.

We've had wonderful cooperation from the Youngstown Community in terms of our recruitment efforts, and they are very willing to help. We have had billboard space donated to us. We have companies offering public service announcements to us advertising YSU. And we are taking these people up on all of these offers. But please realize, we are at the beginning of the process, and even though we have looked at other universities and what they do, we are still in the beginning learning stages.

We are trying to make YSU more accessible to the community and to bring more people to the campus. K. J. Satrum's unit, Student Services, has been very successful getting groups to come to campus for summer camps, etc. We are trying to do things to attract more community people to campus--the Vietnam Wall will be here September 14-20.

I've received letters and memos from some of you in this room (some nice and some not so nice) wondering if I have ever considered certain initiatives. Some of the letters stated, "I made this suggestion before--don't you listen?" Realize that I am new in this position, and I do appreciate your suggestions and comments--I welcome them. If you've made them before, you'll have to make them again.

Recruitment and retention are the responsibility of everyone on campus--not just one Division. It will take effort from all of us to make a difference in enrollment. We do welcome your comments and suggestions and any assistance you can give us.

Dr. Anderson invited questions from the audience; there were none.

**REPORT OF THE CHARTER AND BYLAWS COMMITTEE:** No report.

**SENATE EXECUTIVE COMMITTEE REPORT:**

The chair made the following announcements:

1. The Senate Executive Committee met April 2 and referred the scheduling issue discussed at the March Senate meeting to the Academic Planning Committee.
2. The Senate Executive Committee is continuing its plan to have a member of the Executive Committee meet with each Senate committee to discuss procedures, ideas for possible changes, integration of functions with other committees, etc.

3. The Senate Executive Committee is attempting to move up the dates for distributing and filling out committee preference forms this year so that the newly constituted committees can have an organizational meeting before the end of spring quarter. The committee would also like to have a seminar or workshop for committee chairs during the first couple of days of the 1996-97 academic year.

Duane Rost reported highlights of the April 2 meeting of the Faculty Advisory Committee to the Chancellor. Topics included the report of the Technology in Education Steering Committee, funding for higher education, curricular change, and doctoral program reviews. (See Appendix A for the full report.)

**OTHER SENATE COMMITTEE REPORTS:**

**Elections and Balloting Committee:** No report.

**Academic Standards Committee:** No report.

**Academic Programs Committee:** Proposals were appended to the agenda, pp. 2-36; no action is required.

Floyd Barger pointed out a technicality in the Geology proposal--the numbers don't add up. He talked with Ikram Khawaja, who is addressing the problem.

Jan Elias commented that it's a problem when the University community doesn't know about proposed program changes until the Program Committee's reports are attached to the Senate agendas. She hopes the Senate Executive Committee will take steps to resolve the problem.

J. Morrison noted that he will soon meet with the Program Committee, and this procedural problem will be one of the issues discussed. Curriculum Committee procedures require course proposals to be circulated; however, Program Committee procedures do not provide for the circulation of program proposals.

**University Curriculum Committee:** Report was appended to the agenda, pp. 42-49; no action is required.

J. Morrison reported that he has received a complaint about the procedure by which the Survey of Business course on page 49 of the agenda (course no. 96-218) went through the committees; he will refer that course back to the University Curriculum Committee so that the issue can be resolved.

H. Yiannaki asked whether anyone filed a formal objection during the response period after the curriculum packet was circulated. J. Morrison said that no objection was filed, so far as he knows; the complaint concerns procedure, not the content of the course.

**Academic Planning Committee:** No report.

**Integrated Technologies Committee:**

Paul Mullins, reporting for the committee, noted that the committee has been working on the mainframe proposal. The committee approved the proposal put forward by the Computer Center, and that proposal has now been approved by the Electronic Campus team as well. The ITC is still struggling with the issue of "acceptable-usages" policies. The committee reached some consensus concerning the World Wide Web-related resolution on p. 38 of the agenda.

Mullins noted that the committee has approved a change to that resolution: adding the words "and the chair of the Electronic Campus team" to the end of the eleventh bulleted item and to the first bulleted item after the "Therefore." The two items will then read:

that the "official" information service should be concerned with institutional image, the maintenance of official documents and the provision of electronic services to the public, and should be directed through the office of University Relations and the chair of the Electronic Campus team;

an advisory panel, directed by University Relations and the chair of the Electronic Campus team, be formed to encourage the development and maintenance of an institutional, electronic information service based initially on the World Wide Web technology; . . .

**Mullins moved that the Senate adopt the resolution, with the additional wording, and David Stephens seconded the motion.**

**Discussion followed.** Floyd Barger suggested that only the two bulleted items at the bottom of the page are in traditional motion format; the other bulleted items are simply "rationale." The full-page motion, as presented, is thus in an awkward format.

However, no one suggested an alternative, and **the full-page motion carried.**

**University Outreach, Library, Academic Research, Student Academic Affairs, and Student Academic Grievance Committees:** No reports.

**Honors Committee:** Lee Slivinske, reporting for the committee, noted that the committee has met regularly throughout the year. He explained the report on pp. 40-41 of the agenda. The report concerns "minor" changes in curricular requirements; changes in Honors 601, 602, 603 (which were approved by the appropriate committees); a revised Contract Honors Credit form; a description of what is expected in contract honors work; policies for accepting honors credit for honors courses taken at community colleges; changes in the 700- and 800-level rule; and plans to develop an Associate Honors Degree.

**Academic Events Committee:** No report.

**UNFINISHED BUSINESS:** None.

**NEW BUSINESS:**

Nicole Williams requested that students be identified by name in the Senate minutes and that senators and committee reports refer to the Senate by its official name--the Academic Senate--not the Faculty Senate, so that students don't feel slighted.

(Note from the secretary to all senators: Please go to a microphone and state your name when you speak to the Senate. There are a few senators I don't know, and since I'm taking notes during the meetings, I can't always see or hear who makes a comment, especially if you don't go to one of the microphones.)

**ADJOURNMENT:** The chair adjourned the meeting at 4:50 p.m.

Dr. Jonathan Tafel, Director of Academic Initiatives, Education Linkages, discussed the work of the Technology in Education Steering Committee. Their report, "Technology in the Learning Communities of Tomorrow: Beginning the Transformation" draft is due out now. We received a working copy for our review. He said to expect to receive the Final Review Document in a couple days.

This Committee and its approaches are unique in that they are a joint venture of Higher Education and K-12. This partnership is not to imply a K-16 thought as Higher Education is a very distinctly different situation from K-12. Working together is certainly indicated however.

The report includes "A Vision of Learning Communities". It continues, "Adopting the spirit of a learning community means changing many aspects of today's learning environments. Our vision focuses on four changes: more accessible learning, more active learning, more individualized learning and more cooperative learning."

"Simply investing in new technology will not remove the restrictions of tradition. ... using technology only to teach facts and develop memory skills simply creates a high tech version of a closed, linear, uniform, passive education. It is change without vision. The visions that have inspired change must be shared more widely. They must be modified or expanded as new technologies and new insights come into being. Furthermore, new visions must be nurtured. All educators and learners need to think beyond tradition, beyond worries about today's economic and social constraints."

Four recommendations are presented: "1) Provide information and avenues of communication that will encourage all Ohioans to view themselves as lifelong learners with a stake in the future of learning communities. 2) Establish a Professional Development environment in Ohio that supports the vision. 3) Invest in connectivity for the higher education community. 4) Create a standing Advisory Group for long-term Policy Development and Evaluation."

The report is long on vision and short on details of technology. But as it titled "Beginning the Transition" that seems appropriate. I see the paradigm shift included in their vision is that of a committed, enthusiastic, capable, dedicated, aggressive student to work with. That would be a wonderful world and we wish we had that now. They did not address how this shift was to come about.

Chancellor Hairston met with us to discuss a variety of issues. The Higher Education Funding Commission is about to be launched. It includes four trustees, four presidents, four regents, the Chancellor and Vice-Chancellor, two public members, three nationally recognized experts in higher education funding and no faculty members. Assisting to provide a reality check are 13 VPs of Finance from both the 4 and 2 year institutions. The goal is to examine how to fund higher education. Quoting the Chancellor, "This is a major undertaking."

The Chancellor is the new president of the State Higher Education Officials (SHEO) and she discussed this organization briefly with us.

She indicated the campuses are wrestling with change in a very pro-active way. She ask for the FAC to consider what would curriculums look like in 10 years, what would be the needs of the learners in our individual disciplines, and how to approach planning for meeting those needs. "Without the faculty it won't get done." Dr. Hairston. Spirited discussion followed.

Additional doctoral program reviews are not planned in other than the nine that are finishing up this year. The results of the latest actions at this time show: Business - five programs, all to continue; Chemistry - nine programs, all to continue with six needing significant changes and/or having a three year viability review; Educational Administration - 10 programs, three to continue with no changes, all others need significant changes and/or collaborative relationship; English - seven programs, three to continue unchanged, two to continue in specific sub-areas, and two with no continued subsidy; Physics and Astronomy - six programs, all to continue; Biological/Biomedical Sciences have 39 separate programs and they are still under review.

Up-to-date reports are available through the Ohio Board of Regents home page at: <http://www.bor.ohio.gov>

ACADEMIC SENATE ATTENDANCE SHEET - April 3, 1996

**Arts and Sciences**

At Large

SB Samuel Floyd Barger  
 \_\_\_\_\_ Bege K. Bowers  
 \_\_\_\_\_ Paul Dalbec  
HE Hugh Earnhart  
WJ William Jenkins  
FK Fred Koknat  
 \_\_\_\_\_ Thomas Maraffa  
 \_\_\_\_\_ William Mullen  
LS Lowell Satre  
CS Charles Singler  
Clara Jennings  
At Large  
JD James Daly  
IH Inez Heal  
AK Anthony Kos

Departmental

you John Usis, Biology  
 \_\_\_\_\_ Glenda Kunar, C&IS  
 \_\_\_\_\_ Julia Gergits, English  
DS David Stephens, Geography  
MB Martin Berger, History  
CB Cynthia Brincat, Phil. & Rel.  
BE Bill Eichenberger, Pol./Soc. Sci.  
 \_\_\_\_\_ Qi Jiang, Soc. & Anthropology

Departmental

TW Tim Wagner, Chemistry  
TP Tod Porter, Economics  
 \_\_\_\_\_ Hervé Corbé, For. Lang. & Lit.  
AH Ann Harris, Geology  
 \_\_\_\_\_ John Buoni, Mathematics  
 \_\_\_\_\_ Ron Tabak, Physics & Ast.  
JM James Morrison, Psychology

**Business Administration**

At Large

CP Clement Psenicka  
 \_\_\_\_\_ Eugene Sekeres  
 \_\_\_\_\_ William Vendemia

Departmental

\_\_\_\_\_ Ray Ross, Accounting  
JK Tom Rakestraw, Management  
SK Bart Kittle, Marketing

**Education**

Departmental

SM Sherry Martinek, Counseling  
 \_\_\_\_\_ David Ruggles, Ed. Admin.  
 \_\_\_\_\_ Dean Hoops, Special Ed.

Departmental

NS Nancie Shillington, E&M  
 \_\_\_\_\_ Robert Levin, Foundations  
 \_\_\_\_\_ James Douglas, Sec. Ed.

At Large

\_\_\_\_\_ Dora Bailey  
JH Lawrence Haims

**Engineering**

Departmental

\_\_\_\_\_ S. Lim, Chem. Eng.  
 \_\_\_\_\_ Samuel Skarote, Elec. Eng.  
M.Z. Mansour Zenouzi, Eng. Tech.

Departmental

\_\_\_\_\_ J. N. Cernica, Civil & Env.  
 \_\_\_\_\_ Martin Cala, Ind. & Sys.  
JR Jeff Ray, Mech. Eng.

At Large

JJ Jalal Jalali  
AM Anthony Messuri  
DR Duane Rost

**Fine and Performing Arts**

At Large

SD Diane McFarland  
JM John Murphy  
JW John Wilcox

Departmental

\_\_\_\_\_ John Krasner (1 yr.), Art  
DF Darla Funk, Music  
 \_\_\_\_\_ Dennis Henneman, Comm. & Th.

At Large

\_\_\_\_\_ Frank Castronovo  
 \_\_\_\_\_ Phil Chan  
 \_\_\_\_\_ Tony Leonardi

**Health and Human Services**

Departmental

JB Janet Boehm, Allied Health  
KA Kathleen Akpom, Health Sci.  
MB Mary Beaubien, Human Ecol.  
 \_\_\_\_\_ Dennis Morawski, Social Work

Departmental

AP C. Allen Pierce, Crim. Jus.  
NM Nancy Mosca, Nursing  
FB Frank Bosso, HPES

At Large

JC Jim Conser  
PH Pat Hoyson  
JM Joe Mosca  
MS Marion Scott

**Administration**

BP Barbara Brothers  
 \_\_\_\_\_ David Sweetkind  
SC Shirley Carpenter  
GM Gordon Mapley

\_\_\_\_\_ Betty Jo Licata  
 \_\_\_\_\_ Charles Stevens  
JE Janice Elias  
 \_\_\_\_\_ Alfred Owens II  
 \_\_\_\_\_ Clara Jennings  
 \_\_\_\_\_ John Yemma  
DE David Genaway  
HY Harold Yiannaki

\_\_\_\_\_ James Scanlon  
CA Cynthia Anderson  
 \_\_\_\_\_ Peter Kasvinsky

**Students**

School/College

\_\_\_\_\_ Michael Bins-Castronovo, Ed.  
BP Bill Pushak, WCBA Pushak  
 \_\_\_\_\_ Rebecca Ortenzio, A&S  
 \_\_\_\_\_ [Vacant], Grad. School

School/College

\_\_\_\_\_ R. Joseph Multari, FPA  
 \_\_\_\_\_ Kathryn Regenery, HHS  
 \_\_\_\_\_ [Vacant], E&T  
Ex-Officio  
 \_\_\_\_\_ Nizar Diab, Pres.  
 \_\_\_\_\_ Suzanne Christopher, VP

At Large

\_\_\_\_\_ Nader Atway  
MJ Michele Johnson  
 \_\_\_\_\_ Anne Marie McCollum  
MM Michael Mokros  
NW Nicole Williams